12th ANNUAL SPECIAL

SICK

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1972

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80 FABULOUS PAGES!

IN THIS ISSUE:

WE GRIND OUT MORE BALONEY

FREE!

SURPRISE BONUSES! | SUPER CUTOUTS! | SWINGING POSTERS!

12th SICK ANNUAL ~ 1972

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(cover painting by LUGOZE)

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SEASON'S GREETINGS

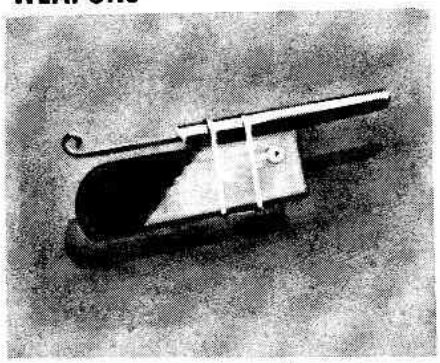
SiCK'S TeeN AGE

HERE ARE SOME GIFTS FOR THE

FIRST BILLION-SELLING RECORD

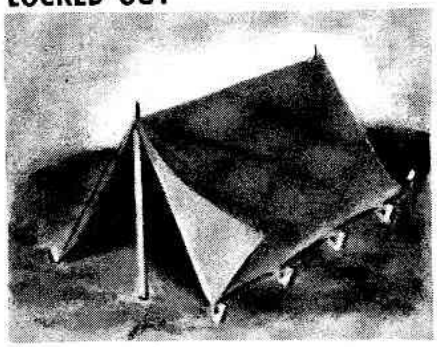
N12- Save time talking to parents. Just put the record on. Here are a few lines: "Pop, can I have the car..." "Gee dad, leave us alone and go upstairs with the old folks" ..."I'm not too hungry just give me some cotton candy"..."Guess what, I flunked again"..."Mom, I gotta get married"...and many more. L.P. available in stereo and Mono.

RUMBLE WITH UP-TO-DATE WEAPONS



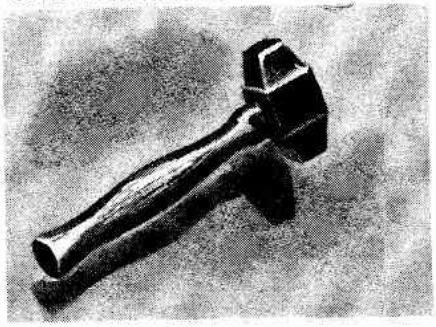
Z14- We carry any caliber zipguns with conventional or nuclear war heads.

NEVER WORRY ABOUT BEING LOCKED OUT



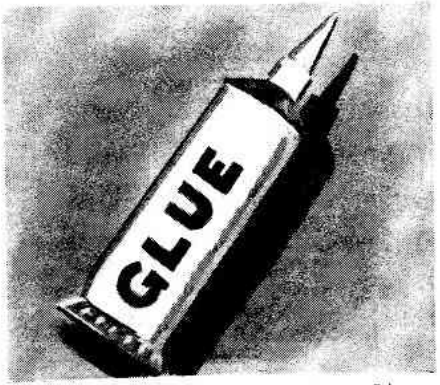
B74- If you come home late and you're locked out, sleep in your Sal Mineo pup tent. Tent also has a door you can slam.

CLEAR YOUR FACE OF UGLY SKIN BLEMISHES



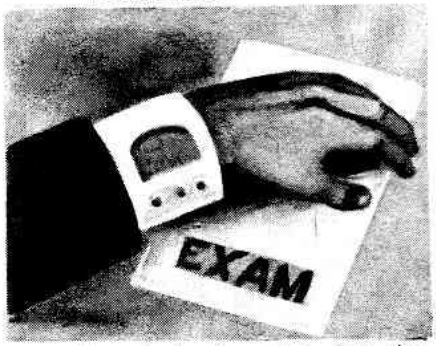
X104- Acne smasher guaranteed to rid you of those hard to break pimples.
Select either the Ringo Starr or Paul McCartney model.

SNIFF IN STYLE



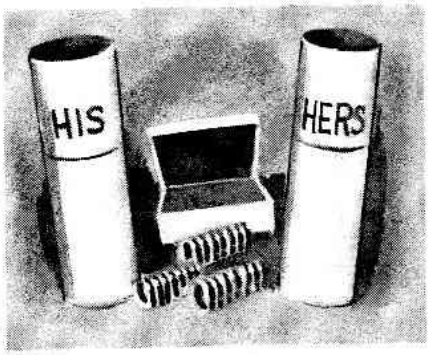
X34- Canoe Scented Airplane Glue with unbreakable nose-spray for you cats suffering from rose fever.

NEVER WORRY ABOUT FLUNKING



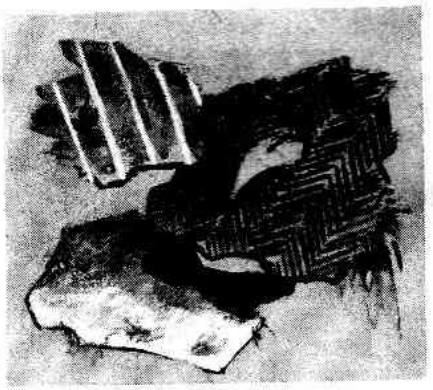
A74- Forget about ponies. Get the latest style shirts with 3 inch TV on the cuff. TV set has a closed circuit to Dean's office.

END HAIR-SETTING CONFUSION



P56 His and Hers hair spray, curlers, and dyes and hairnets. Eliminate the guess work of trying to match your hair with your date's! Follow our hair color calender.

MAKE YOUR OWN SUIT



P9- Select your suit pattern. Worn by drunks found in the gutters of Carnaby Street.

PROFESSIONAL BLACKMAILERS TO LET

Q85- Frame the Dean or Principal. We suggest you hire one. If your shirt wasn't working during finals.

GiFT CATaLOGUE

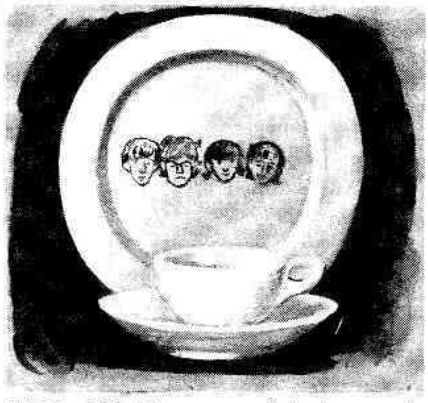
TEEN WHO HAS EVERYTHING ?

Script by Francis DiBacco

DICK CLARK CREDIT CARD

Q2- Good for any "under 21" Club in Devils Island. Good at any drag-strip; protests, sit-ins, or summer school.

AUTHENTIC CHINA

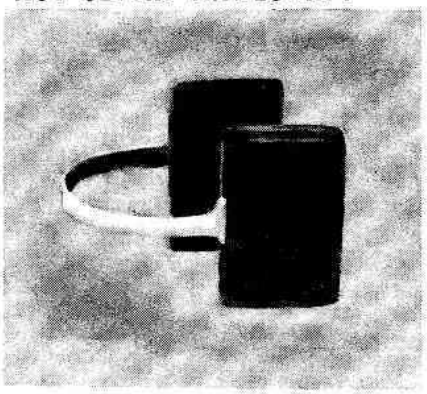


X111- 108 Piece set of dishes with portrait of monkees on the soup dishes, Patty Duke on the platters, and Gabby Hayes on the saucers.

SMELL AS IF YOU'VE WORKED

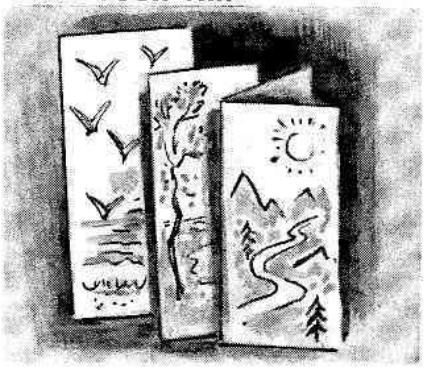
M132- One Gallon of "My Sweat" by Lenvin. This cologne smells like authentic perspiration. Your parents will actually think you did some work.

NOT GETTIN' ANY LOVIN'?



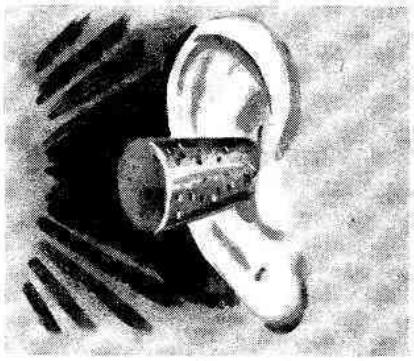
X33- Horse Blinders. Put these on your boy friend at the drive-in so he doesn't neglect you.

PLAN YOUR TRIP



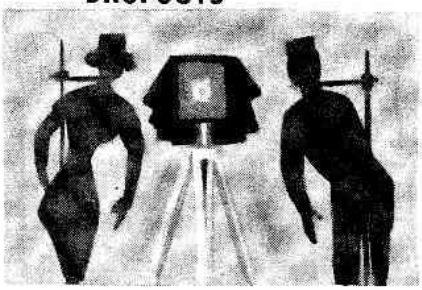
X32- LSD travel brochures. Don't be an acid head, plan ahead. Visit Puff the Magic Dragon at Hanalee! Get Little Jackie Paper's autograph.

BLOCK OUT MOM & DAD'S NAGGING WITH EAR PLUGS



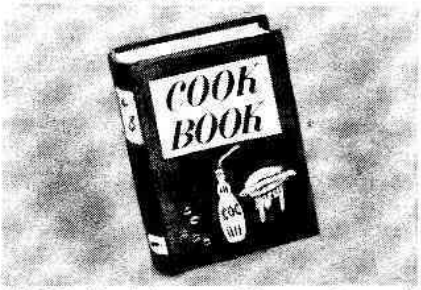
X44- Guaranteed sound-proof. Inscription on outside of plugs says "Why wasn't I born an orphan?"

PROM PICTURES FOR DROPOUTS



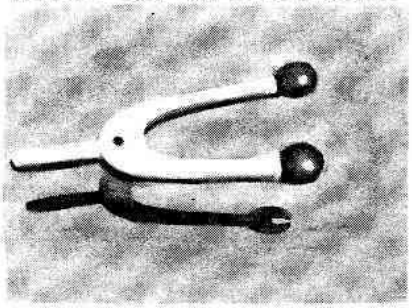
J42- Kids, we know you didn't last long enough for the prom. But come to our studios and we'll fix you up. You can have your picture taken with Christine Keeler or Bobby Baker.

TEEN COOKBOOK



M500- Contains exciting recipes of the most famous teen dishes. Such as, hamburgers, hero sandwiches, texas wieners, nice and greasy. Also exotic drinks like, Mountain Dew, Kool-Aid, and Ovaltine and skim milk.

MAGIC BOY OR GIRL FINDER



Y36- Actually can tell the boys from the girls hanging on the corner. Pink light registers for girls...blue light registers for boys. If light flashes pink and blue keep away from it.

(Left) Wrong! This isn't a picture of a hippie head-over-heels in love with his chick. He's merely walking on his hands to save the leather on his sandals. (Center) After dropping off his date, our suave hippie heads for home. (Right) **Home,** is the Golden Gate Park Hilton, where he sleeps on a "Posture-Pedic" rock.

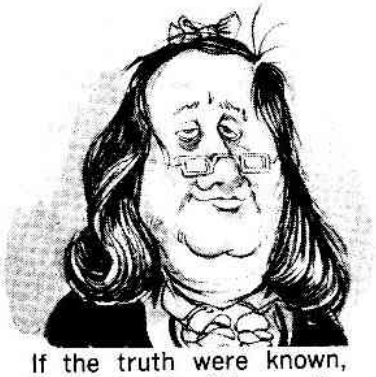
Hippies in History

In order to justify their way of life, hippies point to the great hippy leaders of the past, who have helped make our society what it is today—a mess!

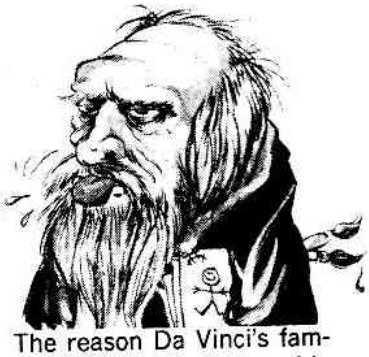
Grant was always smoking a cigar and was a great general. But, what was in that cigar? Grant probably took Richmond to capture their crops! Not cotton—marijuana!

History doesn't tell us exactly what Honest Abe was "on," but after his famous speech, Lincoln not only couldn't remember the Gettysburg address—he couldn't even remember his own!

Long hair was Samson's downfall, but not for the corny reason that history gives us. Samson actually tore down that temple because the Philistine soldiers kept pinching him—they thought he was Delilah!



If the truth were known, it wasn't the kite flying on the high end of the string that rainy night—it was Ben! Making him America's first (and happiest) astronaut! This kite-flying caper was officially listed as "Franklin's Freakout."



The reason Da Vinci's famous painting was such a big hit was his model's mysterious smile -----***YOU'D*** smile too if you were paid off with L.S.D., instead of the usual bowl of ravioli.

Tarzan was the first swinging hippie. The Ape Man was also a hippie who didn't waste anything. After he swung from those vines, he smoked them! Man, that hemp is a gas!

EXPOSÉ

For quite some time now we've been hearing about the shocking conditions in our hospitals. And lately, these conditions have been getting worse. In fact, some of the reports were so horrible and so unbelievable that we decided to investigate them. What we did was send our roving reporter-at-large to a typical city hospital to report on the conditions there. The following is what he found, which answers SICK's question . . .

HOW SICK ARE OUR HOSPITALS?

A SHOCKING REPORT ON CONDITIONS
by Paul Laikin
SICK's On-The-Spot-Reporter

WE ACCUSE THE HOSPITALS OF:

INTERNES DOING SURGERY
In some hospitals they have internes doing major surgery because of the shortage of trained surgeons. Here, somebody fresh out of school is performing a heart transplant. Which is quite shocking when you consider he's fresh out of **Law** School!

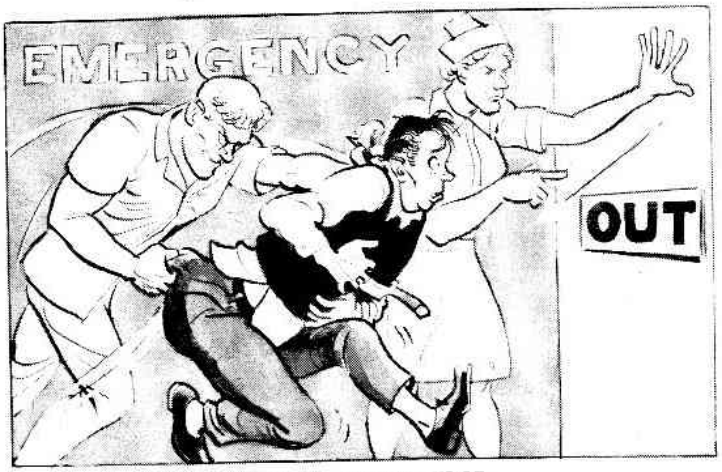
SOARING COSTS
Hospital costs have skyrocketed out of all proportion recently. They charge you for everything. Here a man has just received a bill for $93 for a one-day stay. Which is high considering he never got out of the waiting room!

Continued on next page

Art by Al Bare

EXPOSÉ

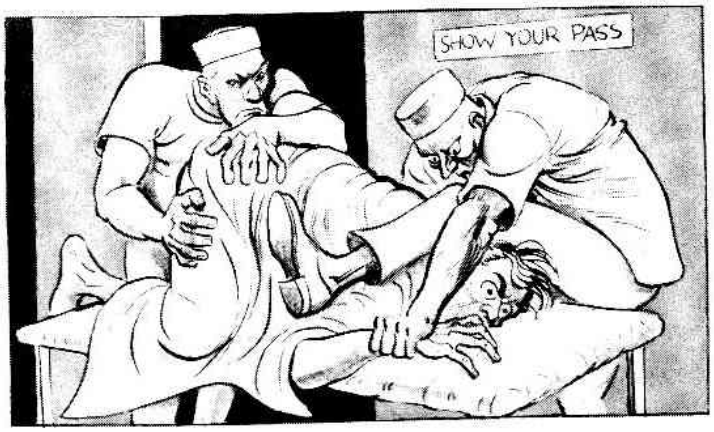
WE ACCUSE the Hospitals of:



EMERGENCY ROOM PROBLEMS
The Emergency Room is the most hectic place of all. Because they're understaffed, you really have to be in trouble to get in. The patient here has a knife sticking in him but does not qualify. He is still breathing!

EVERYDAY STRIKES
At any given time you can find somebody on strike in a hospital. This is not unusual, except when they're like the people here. These strikers are not doctors or nurses or aides or even workers at the hospital. They're the patients!

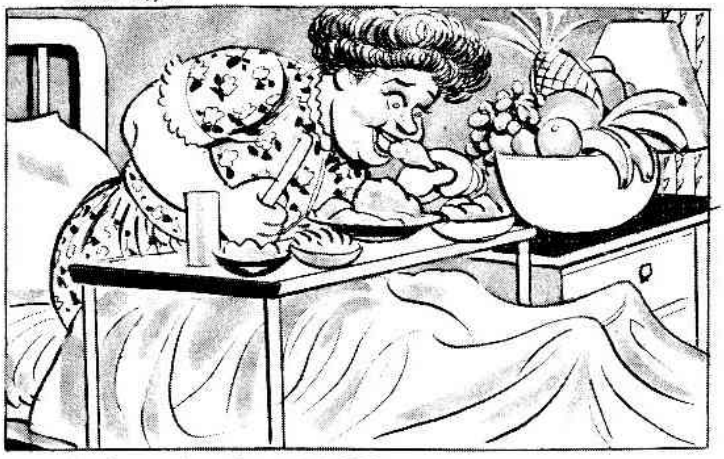
UNETHICAL EXPERIMENTS
Many doctors engage in human guinea-pig experiments without the consent of the patients. Although undertaken to benefit humanity, this is illegal and unethical. Like the one here in which a man with a 108-degree fever is put into bed with a fellow who has the chills to see if they'll even out!



UNNECESSARY TRANSFER OF PATIENTS
People are transferred from room to room unnecessarily and involuntarily. This causes a great deal of abuse and discomfort. Here somebody is being transferred from the second to the fifth floor against his will. Oddly enough, he isn't even a patient here. He's a moving man!

ADMITTING-ROOM RED TAPE
To get into a big city hospital today is a real hassle. There's just too much red tape involved before you're admitted. Here the patient is still trying to get in after sitting there for six hours. To make matters worse, he died twenty minutes ago!

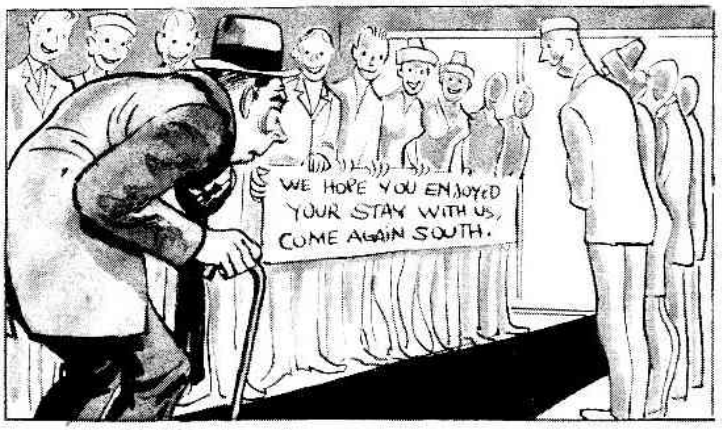
OVERWORKED STAFF
Some hospitals have but one doctor taking care of an entire floor of patients. At the hospital pictured here, one individual is attending an entire ward all by himself. Worse part is, he's not even a doctor. He's a barber who came in to shave somebody!



SHORTAGE OF NURSES
There just aren't enough nurses to take care of all the patients. Those who are available are literally worked to death. Take the sickly-looking individual recuperating here in the hospital bed. It's not a patient. It's a nurse!

INFERIOR MEALS
Patients keep complaining of the meager meals served in hospitals. Here we see just such a meal. It consists of but one small egg and a tiny cup of juice. And this isn't even breakfast. This is Sunday dinner!

OVERCROWDED BED SPACE
Today's hospitals simply don't have the space to accommodate all the patients who need to be admitted. Here we see a typically overcrowded scene as patients lie sometimes two in a bed. And this isn't even in the hospital. It's on the parking lot across the street!



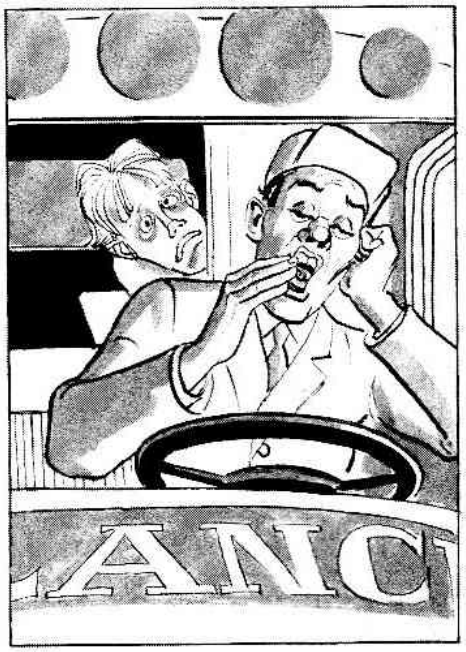
TIP-CRAZY PERSONNEL
When a patient checks out, everybody in the hospital has his palm out expecting a few dollars as a tip. Here we see just such a gang of eager beavers. Trouble is, they didn't even work on the patient! In fact, they're not even on the staff here . . . they're from another hospital!

EXPOSE

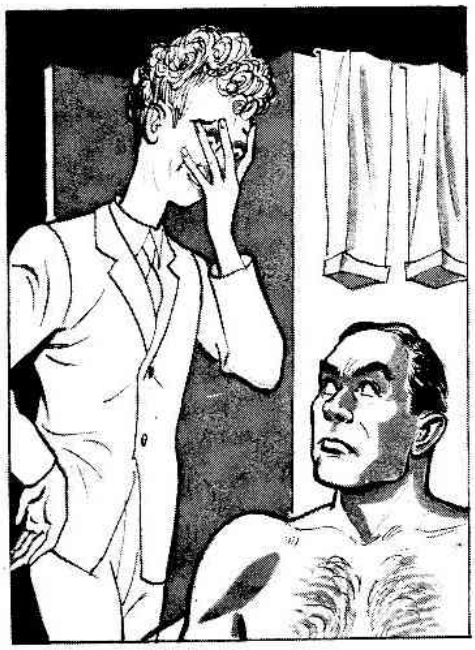
PEOPLE During that

Doctors who prescribe aspirin for gunshot wounds

Plastic Surgeons with crooked noses



Ambulance drivers who stop for lights



Internes who examine you with limp wrists

Bedpans with holes in the middle

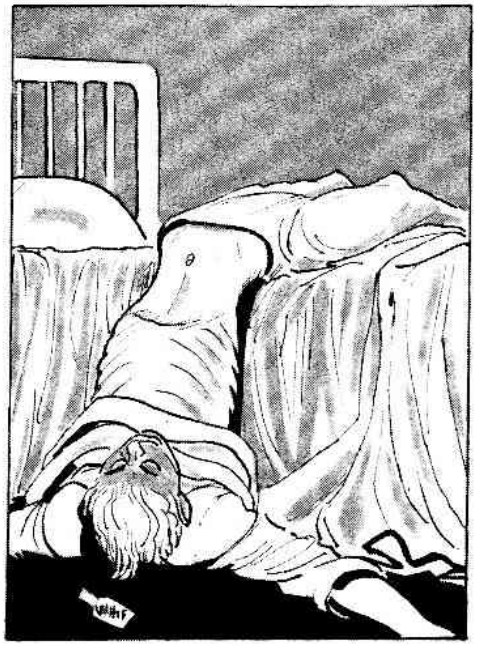
Patients with contagious diseases who want to be friends

TO AVOID Hospital Stay

Expectant fathers who give you loaded cigars

Other patients who come to your bedside naked

Practical jokers who put tacks on wheelchairs



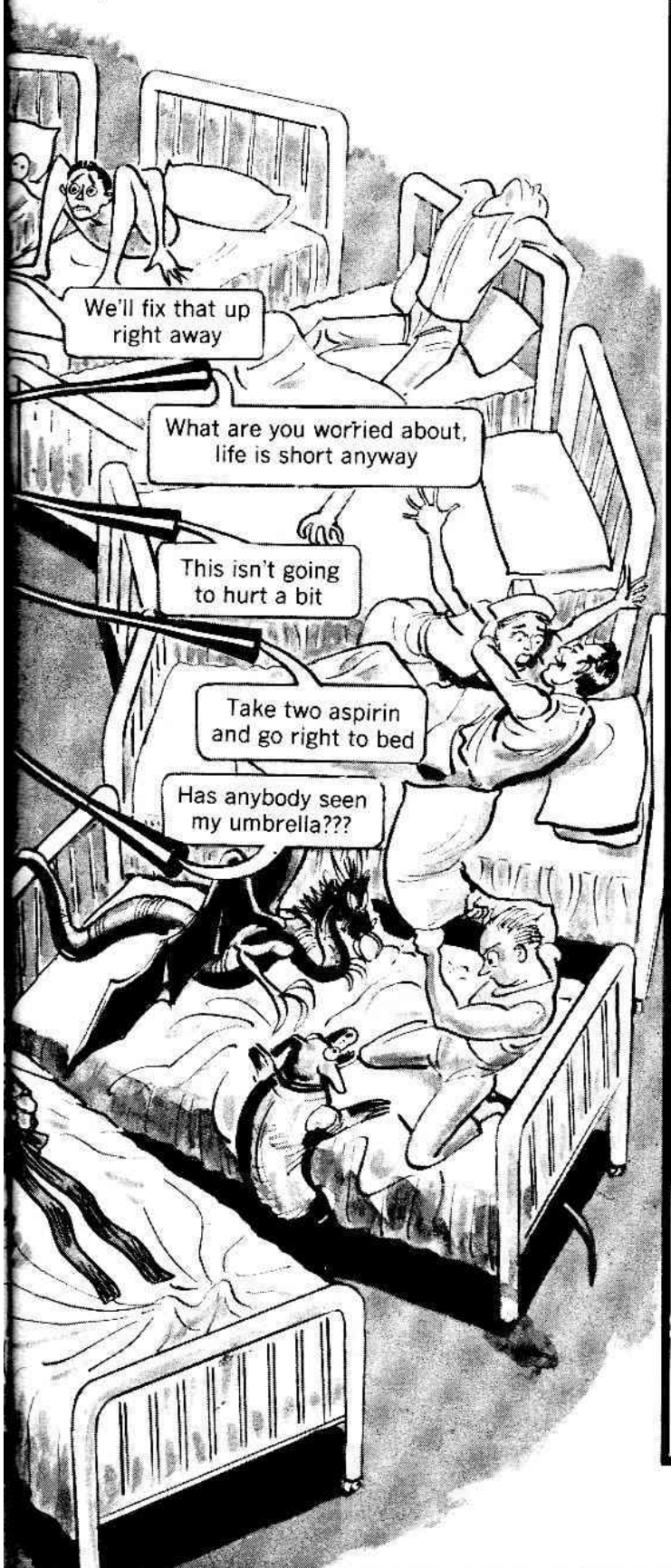
Smelling salts that make you faint

Alcoholics who tell you they're chiropractors

Small print in the hospitalization policy

EXPOSÉ THE MEDIC MACHINE

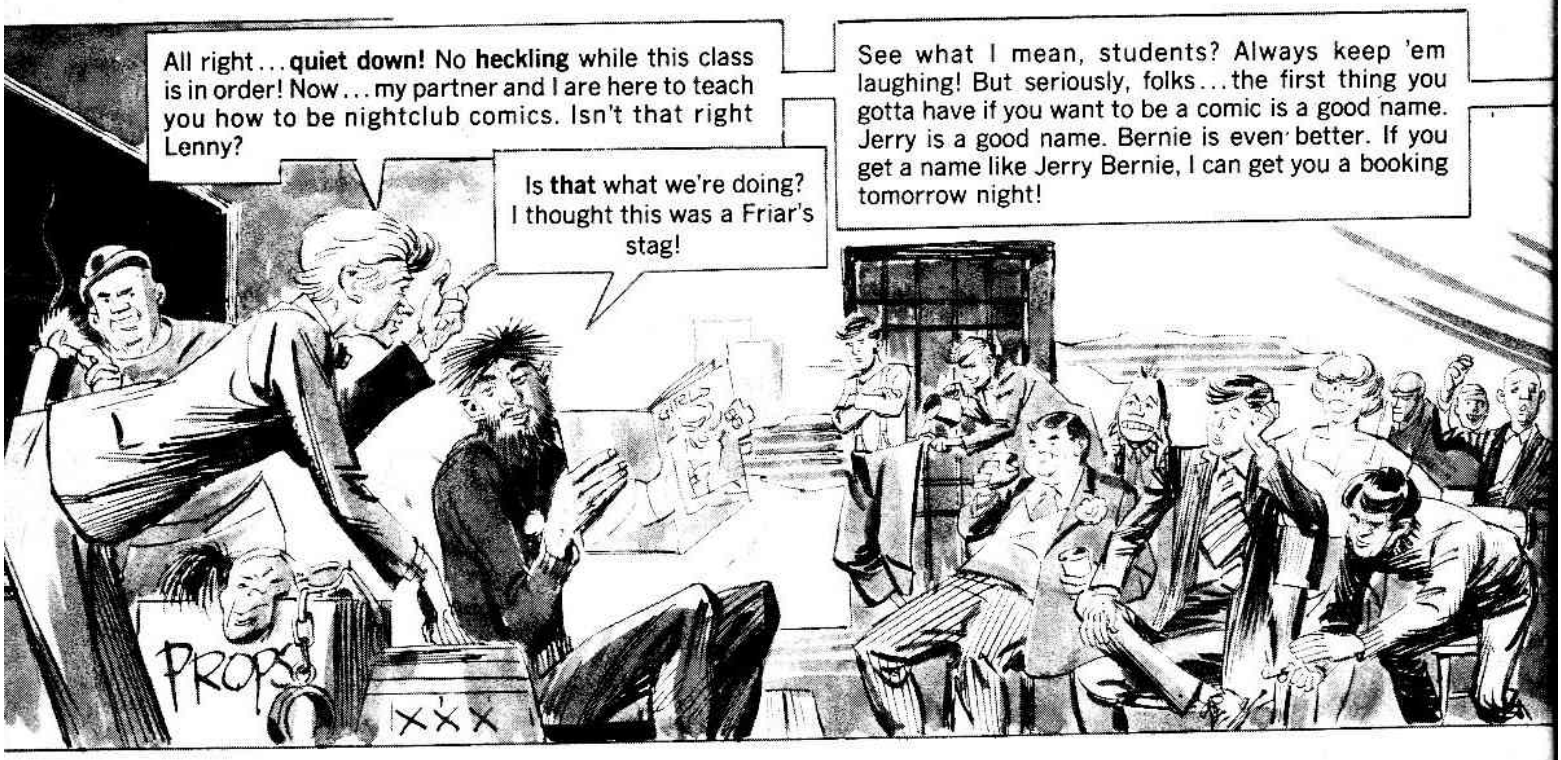
CLICHES YOU'RE BOUND TO HEAR FROM YOUR FRIENDLY FAMILY DOCTOR

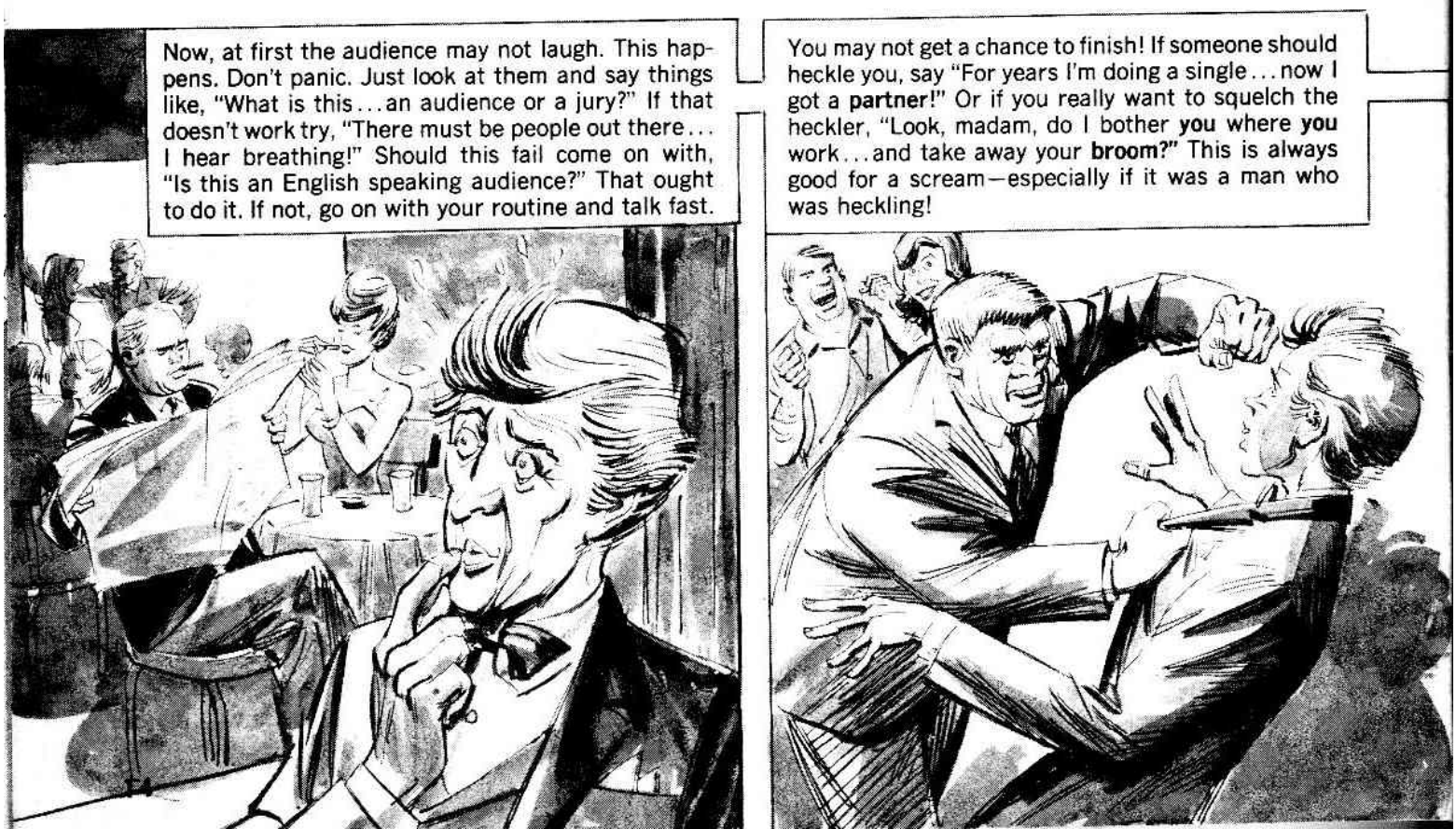


WHAT THEY ALWAYS SAY	WHAT THEY REALLY MEAN
"There's a lot of it going around . . ."	*"I'm making more money now than I ever did!"*
"We'll fix that up right away . . ."	*"After I leave, the pains will come back again!"*
"I've seen lots of these cases . . ."	*"Someday I must look it up in the book and find out what it is!"*
"I believe we caught it in time . . ."	*"In a few hours you would have felt better anyway and wouldn't have called me!"*
"This may hurt a little . . ."	*"You'll scream so much you'll wish you were dead!"*
"Nothing to be alarmed about . . ."	*"Life is short anyway!"*
"I want you to have this prescription filled . . ."	*"The druggist gives me a 10% kickback!"*
"That'll be $20 please . . ."	*"It's only worth $5 but if you pay more you'll think I'm a better doctor!"*
"Call me tomorrow if there's any change . . ."	*"There won't be and you'll be charged for another visit!"*
"You should worry—as long as you got your health . . ."	*"I figure you got six months to live!"*

It seems there's a school today for every kind of trade except comedy. This means

SCHOOL FOR





that comedians have no place to go to learn their craft. What we should have is a

COMEDIANS

Script by Paul Laikin

And last names are important also. Fields is a winner. Also Hope, Benny, Kent and Youngman. Lay off the name Mal Carter though. Not because it doesn't make it. It happens to be **my** name!

Next to your name, the most important thing is a strong opening line. Here on the blackboard are some of the lines that have been getting screams for over thirty years. Memorize them and you'll be a smash. Are you ready? One: "Good evening ladies and **germs**..." Two: "I just flew in from the Coast, boy are my arms tired!" And the big yok-getter: "A funny thing happened on my way to the club here tonight. I showed up."

So much for sock lines. Now, in this business you gotta have a distinct trademark. Cigars are funny. Also horn-rimmed glasses make it today. But mainly, you gotta have something besides "patter" in your act. A big song finish is always sure-fire—things like "When You're Smiling" or the big one "There's No Business Like Show Business." If you can't sing, get a musical instrument. Only make it a funny one.

Cornets are funny. Violins are even funnier. And you don't even have to know how to play it. Just strum a few notes, then stop and do a few lines. End with a high note and you gotta beg off.

Subject matter is also important. Mother-in-law jokes are out this year, but wives are back in again. Jewish is out. Czechoslovakia is in. Just say it and you get a laugh. Jokes about your girl friend are always good. Don't try it though, if you're a female comic. And stay away from "whitefish" jokes. They're a little too "inside."

We come now to the most important part of this lecture. See the picture on this board? Study this man's face. He is your enemy. He is a comedy writer! The biggest trouble you will get into during your career will be due to writers. They're worse than bad audiences. A true comic hates a comedy writer.

And vice-versa. Therefore, get the best of them whenever you can. Wrack their brains. Try not to give them any "front money." This is money given to see a sample of their work. Try to con them into writing a couple of pages as a "sample." When you receive it, say it's no good. Even if you like it say it's terrible, you can't use it. Then go out of town and get laughs with it. Do this with as many writers as you can. This way you never pay for comedy material. Remember the comic's motto: "Only a non-pro pays a writer!"

Here we have the class textbook. For your homework assignment, I want you to memorize the jokes in Chapter Fourteen—those with the following punchlines: "**My** mother? I thought she was **your** mother!" "So I bit him!" And finish with "Is that any way to run an airline?" Learn three of these jokes a day and you'll have an act at the end of the term.

We'll close today's session by showing you some actual training films, in which several of our alumni are doing their acts.
There's Mal Irving killing them at the Chez Paree in Chicago...
Here's one of Bobbie Kaye destroying them at a Bnai Brith Luncheon...
That's Lennie Phillips doing an hour and twenty minutes at the Sands...they wouldn't let him off the stage...
And that's **me**...doing an act that got me into **this** business...**teaching!**
I want you to study all the different styles. Also learn all their gestures and mannerisms. Mainly copy down all the jokes and steal the routines. Plagiarism is the essence of a true nightclub comic!
With that in mind, I want each of you to get up and do twenty minutes. Give me all your original jokes. While you're doing this, I will sit in the back with a pencil and paper. Not to take notes, or give you marks. I need some fresh material as I open at the Fountainbleu in November!

In olden days the ideal of manhood was Young Lochinvar, a knight in shining armor. Nowadays the ideal of manhood is Cool Lochinvar, a hipster in black jacket. Times have changed, ideals have changed and styles have changed — but manhood remains

Lochi

Art by Arnold Franchioni

YOUNG LOCHINVAR

O, young Lochinvar is come out of the west,
Through all the wide Border his steed was the best;
And, save his good broadsword, he weapon had none,
He rode all unarmed, and he rode all alone.
So faithful in love, and so dauntless in war,
There never was knight like the young Lochinvar.

He stayed not for brake, and he stopped not for stone,
He swam the Eske river where ford there was none;
But, ere he alighted at Netherby gate,
The bride had consented, the gallant came late;
For a laggard in love, and a dastard in war,
Was to wed the fair Ellen of brave Lochinvar.

So boldly he entered the Netherby Hall,
Among bridesmen, and kinsmen, and brothers, and all.
Then spoke the bride's father, his hand on his sword,
(For the poor craven bridegroom said never a word),
"O come ye in peace here, or come ye in war,
Or to dance at our bridal, young Lord Lochinvar?"

"I long wooed your daughter, my suit you denied; —
Love swells like the Solway, but ebbs like its tide, —
And now am I come, with this lost love of mine,
To lead but one measure, drink one cup of wine.
There are maidens in Scotland more lovely by far,
That would gladly be bride to the young Lochinvar."

The bride kissed the goblet; the knight took it up,
He quaffed off the wine, and he threw down the cup.
She looked down to blush, and she looked up to sigh,
With a smile on her lips, and a tear in her eye.
He took her soft hand, ere her mother could bar, —
"Now tread we a measure!" said young Lochinvar.

So stately his form, and so lovely her face,
That never a hall such a galliard did grace;
While her mother did fret, and her father did fume,
And the bridegroom stood dangling his bonnet and plume;
And the bride-maidens whispered, "Twere better by far
To have matched our fair cousin with young Lochinvar."

One touch to her hand, and one word in her ear,
When they reached the hall-door, and the charger stood near;
So light to the croupe the fair lady he swung,
So light to the saddle before her he sprung!
"She is won! we are gone! over bank, bush, and scaur;
They'll have fleet steeds that follow," quoth young Lochinvar.

There was mounting 'mong Graemes of the Netherby clan;
Forsters, Fenwicks, and Musgraves, they rode and they ran:
There was racing and chasing on Cannobie Lee,
But the lost bride of Netherby ne'er did they see.
So daring in love, and so dauntless in war,
Have ye e'er heard of gallant like young Lochinvar?

justinmarr@archive.org

the same, especially in matters of love. This is shown first in our classic version of Sir Walter Scott's romantic poem "Young Lochinvar" — and then in our hip version of Sir Paul Laikin's barbaric poem "Cool Lochinvar"...

nvar

COOL LOCHINVAR

O, cool Lochinvar is like fresh from the coast,
All over the scene, Man, his car was the most:
With only a switchblade, not even a gat,
He came with no ax, like, he soloed, this cat.
So groovy in love, and so way out in war,
Was never a hipster like cool Lochinvar.

He passed all the lights, and he stopped not for one,
He went thru this river where water was none;
But just as he charged under Netherby's roof,
His chick had like sacked him, the hipster did goof;
For a square stud in love, and a cornball in war,
Was to latch on to Ellen of cool Lochinvar.

So wildly he flew to the Netherby pad,
And piped all the cats there, like even old Dad.
Then wailed the chick's Daddy, while fing'ring his blade,
(For the unhip old square stud, like, thought it was made),
"You come here to swing, Jack, or bug us like Ma,
Or to jive with our combo, cool Lips Lochinvar?"

"Had eyes for your daughter, you put down this jazz: —
Like love comes on hot, Pops, but fans without gas, —
And now like I'm here, with this chick I did lose,
To get in one lick, Man, and scoff up some booze.
There are broads, like, all over, and I got this car,
And they all want to make it with cool Lochinvar."

The chick started guzzling; the hipster was lit,
He scoffed the whole quart down, and broke up the bit.
Like she really dug this, and she eyed him all reet,
With a crazy wild grin, and her peepers real beat.
They went in a clinch, like, too much for old Ma, —
"Now let's have a ball, hear!" sang cool Lochinvar.

A sharp looking hipster, a real swinging chick,
They made the scene jump with a wild frenzied kick;
While her old lady bawled, and old Daddy did wail,
And the square stud stood flipping his lid and looked pale;
All the other broads babbled, "It's hipper by far
To like straighten our cousin with cool Lochinvar."

One pat on the palm, one sound clued her in,
And they split from the pad to the car, with the gin:
Like into the rumble the chick he did stash,
And into the front seat he plopped with a crash!
"Like I scored! I made out! but with this crazy car;
They'll have hot rods to follow," wailed cool Lochinvar.

There was Netherby action because of the snatch:
The whole combo chased them, all out for the catch:
There were lots of things happ'ning at Cannobie Lee,
But the gone chick of Netherby no cat did see.
So offbeat in love, and so far out in war,
Man! you ever see weirdos like sick Lochinvar?

Lincoln was wrong! You *can* fool all of the people all of the time— —and to prove it, Sick presents ads from the past showing how hokey hucksters

MADISON AVE.

Script by Francis DiBacco

Come on a FABULOUS SEA CRUISE

ON A NEW SHORT CUT TO INDIA ABOARD THE FAMOUS OCEAN LINERS OF QUEEN ISABELLE AND KING FERDINAND

(There's No Chance of Falling Off the End of the World)

THREE GREAT SHIPS—THE NINA, THE PINTA, THE SANTA MARIA—LED BY THAT MASTER MARINER, CHRISTOPHER COLUMBUS

SOCIAL FUNCTIONS
Bocchi
First Run Operas
Mutinies
Vino

SEE THE WILD WEST

NEW YORK TO SACRAMENTO
..... **135 days!***
DODGE CITY TO VIRGINIA CITY
..... **70 days!***

WE SERVE EARLY AMERICAN CUISINE AT EVERY MEAL! HARDTACK AND MOONSHINE, PORRIDGE AND CIDER

WELLS FAR-GONE EXPRESS COACHES

Leave the drivin' to us'n .

SEE
... IN FLIGHT PUPPET SHOWS
... REAL LIFE INDIANS
... YOURSELF LOSE YOUR SCALP

BEAUTIFUL HOSTESSES
ride shotgun on every stage

CONTACT OUR AGENCIES IN:
ABILENE
DODGE CITY
FORT APACHE
VIRGINIA CITY
DISNEYLAND

*Unless attacked by Indians or desperadoes

were even then able to remove that unsightly bulge from your wallet... So take a trip (without benefit of sugar cubes) back to——

IN HISTORY

Art by Al Bare

Romantic

FORTY DAYS AND FORTY NIGHTS ABOARD THE CUNARD FLAGARK "NOAH"

IF YOU LIKE ANIMALS AND CAN STAND THE SMELL THIS TRIP IS A MUST FOR YOU.

COUPLES ONLY (that's boy and girl couples. Sorry, Greenwich Village)

Ark will leave as soon as the rain starts, baby. And you don't have to go to the wharf to board her. Will pick you up at your place.

LIMITED OFFER. SO ACT NOW. Time is running out in more ways than one. A bit of advice for those not contemplating sailing with us... get yourself a pair of water wings.

ARE YOUR FOREHEAD STRIPES DULL AND DREARY?

DOES YOUR WARPAINT FADE HALF-WAY THROUGH A RAID?

THEN TAKE IF FROM ME—MAGUA, MOHICAN SCOUT: YOU NEED *DUTCH BOY SPRAY WAR PAINT.* IT'S THE NEW EXCITING FUN THING FROM IRIQUOIS, LTD.

On your next war party try your forehead in buff white. Or how about the "Z'S" on your cheeks in vermillion. Crazy? These are the "IN" colors for this year.

Dutch Boy also has come out with a new make up for you night fighters: Phosphorescent War Paint. Colors are available in flamingo and burgundy.

And remember. **You'll never lose your luster fighting Custer with Dutch Boy.**

IS YOUR ARMOR SQUEAKY? CAN THE ENEMY HEAR YOU TWO MILES AWAY?

PUT A TIGER IN HIS SHANK

GO TO A FRIENDLY SOSO BLACKSMITH!

No, having boiling oil poured on you isn't the answer. You need **RED BALL SERVICE** at a friendly soso blacksmith shop.

THIS IS WHAT WE DO WHEN WE WINTERIZE YOUR ARMOR:

We overhaul the armor

Bang out all dents

Repad the crotch

Sand and prime all rust spots around the fly area

We also check your horse from top to bottom

Rub him down

Check the tread on his hoofs

Check his mouth

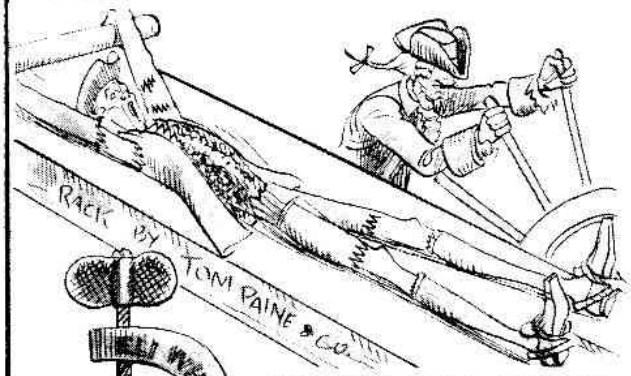
And to make him more aggressive, we give him a needle in his leg

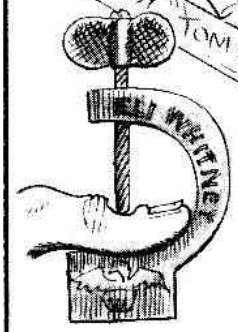
Soso puts a tiger in his shank

Also you might win a chastity belt playing our Lucky Sweepstakes Game. Void where prohibited by law.

Camelot Mail-Order House

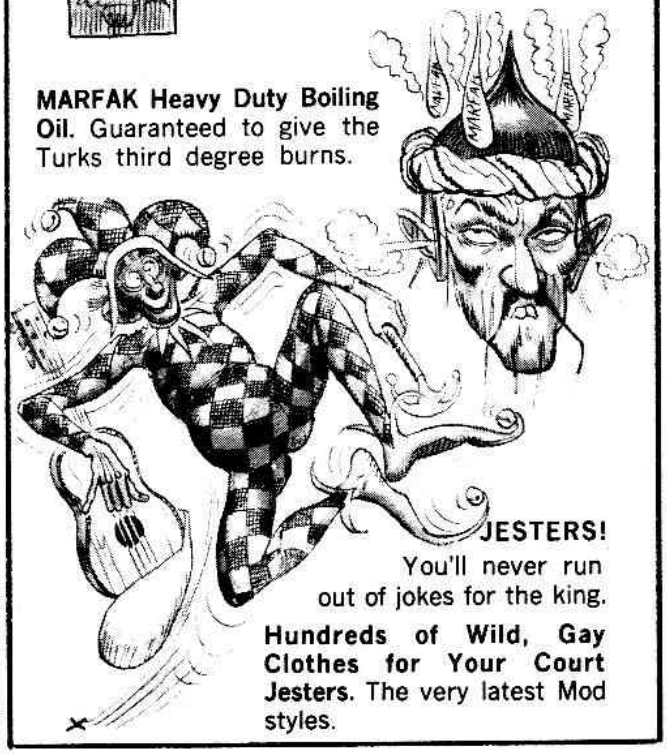
Louisville Slugger Maces . . . Sir Lancelot and King Arthur models





Redo Your Torture Chambers. We have some very different racks in early American and French Provincial. Reasonable prices.

MARFAK Heavy Duty Boiling Oil. Guaranteed to give the Turks third degree burns.



JESTERS! You'll never run out of jokes for the king.

Hundreds of Wild, Gay Clothes for Your Court Jesters. The very latest Mod styles.

"TAKE NO DOZ AND STAY AWAKE," SAYS RIP VAN WINKLE—MANAGER OF THE NEW AMSTERDAM METS!

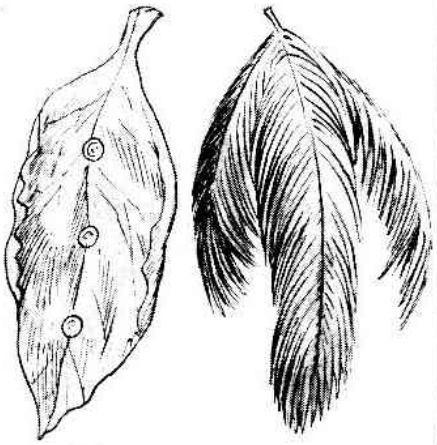
That's right, neighbors. Nowadays with stockade sieges and headless horsemen riding at night, you have to be awake. And, especially in my case, it's very hard for me to stay awake, the way my Mets play.

Here's a little tip for you kiddies: Drop two **NO Doz** in a bottle of coke and you'll be turned on for days. It'll burn the paint right off your wooden shoes. So why don't you run down to your local store and... ZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZ

LIVE LIKE A BARON! LOOK LIKE A PRINCE!

Says Adam, chief gardener at the Garden of Eden: "I always dress in style with a Botany leaf, my only complaint is where they put the label." **DO IT WITH A CUSTOM ROYAL WRINKLE-PROOF LEAF FROM "BOTANY 500,000,000 B.C."** WE HAVE A VERY FINE SELECTION OF TAILOR-MADE LEAVES, FROM 20 APPLES AND UP.

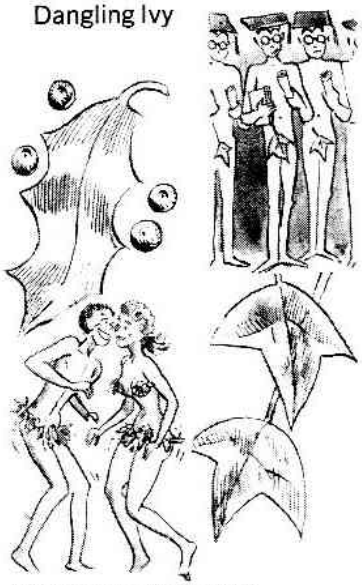
FOR THE CASUALS...
A three button tobacco leaf



FOR THE WINTERTIME...
A worsted Chesterfield Pine Branch

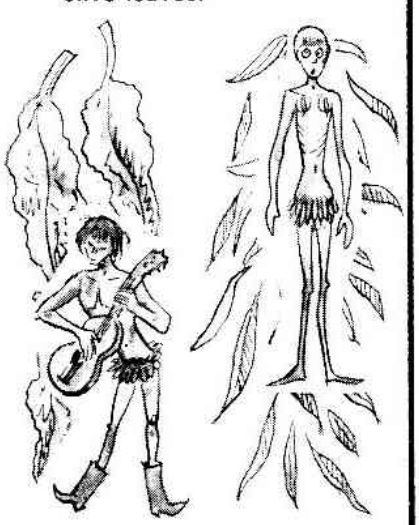
OUR LATEST STYLE IS THE WASH-AND-DRY TEA LEAF. AFTER YOU WASH THIS OUTFIT JUST ADD LEMON AND DRINK THE WATER.

FOR THE NEW ENGLAND COLLEGE SET...
Dangling Ivy



FOR THE TWISTERS...
A holly leaf with dazzling red berries. Just watch out for the sharp points when you're dancing.

FOR THE HIPPIES...
We have some dirty old olive leaves.



ALSO FOR THE GIRLS...
Hundreds of the latest mini-leaves modeled by Twiggy.

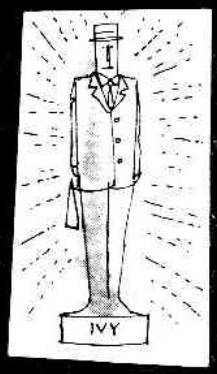
NO CHARGE FOR CUFFS OR ALTERATIONS!

HUCKLEBERRY FINK
CHANNEL SWIMMER

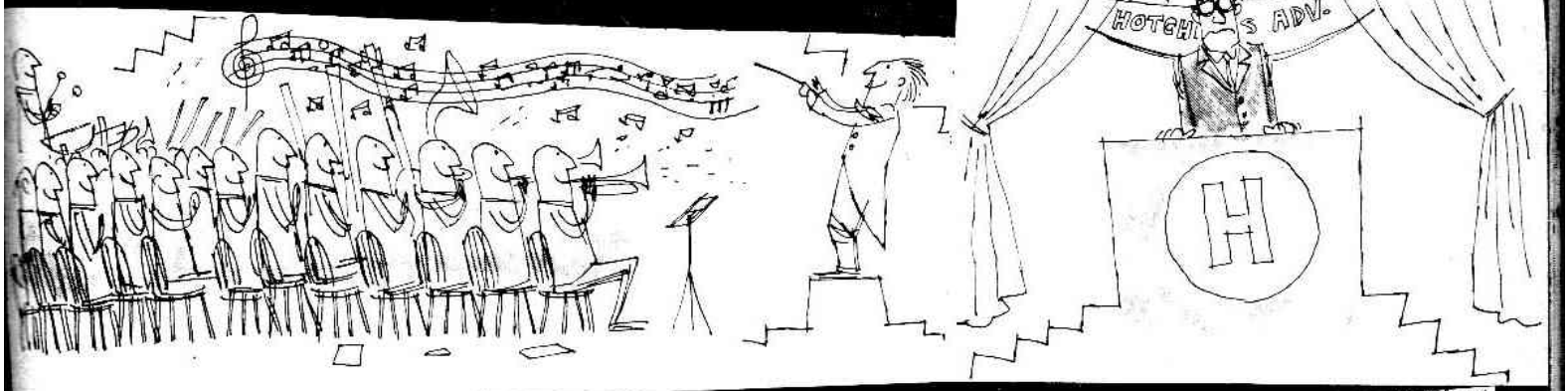
by Vic Martin

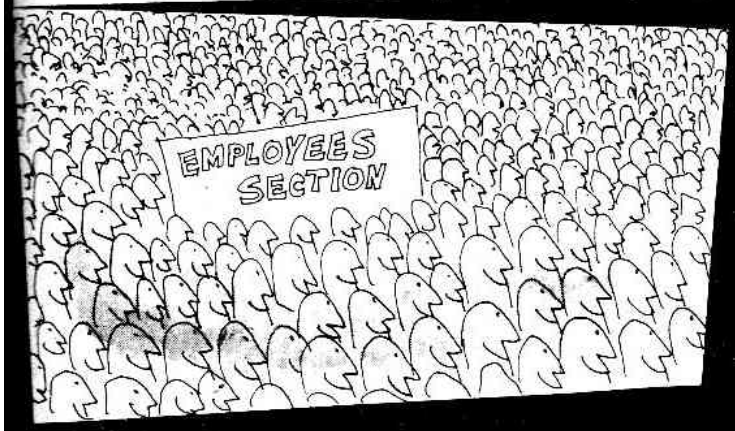
ACADEMY AWARDS FOR OTHER INDUSTRIES

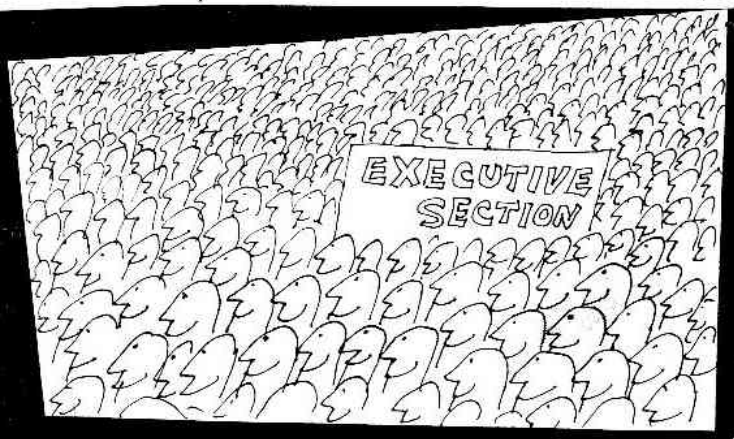
IN Hollywood they give Oscar Awards. Television gives Emmy Awards. In the legitimate theater it's Tony Awards. It seems that all of show business gives out awards, but we poor slobs who are stuck in other industries don't even get an honorable mention at the end of the year. This is a terrible state of affairs. Why doesn't every industry have some kind of an award they can give their employees? It would certainly increase competition, stimulate initiative, inspire ambition. Also, it would cleverly fill up these pages as SICK now imagines . . .



Now, the big moment you've all been waiting for . . . the presentation of our awards for the year's most outstanding achievements by company employees. As Executive-Vice-President-In-Charge-of-Balloting here at J. Felix Hotchkiss Advertising Agency, may I say that all the votes have now been tabulated, and the winners are ready to be announced. The lucky winner in each category which you, the workers and executive alike, have selected, will be awarded our IVY statuette—the statuette with the ultra-modern styling and distinctive crome lines—the statuette that will last you longer than any other statuette on the market today—The only statuette that contains Chlorhelium! Remember—with men who know awards best—it's IVY, two to one. AND NOW, ON WITH THE SHOW!



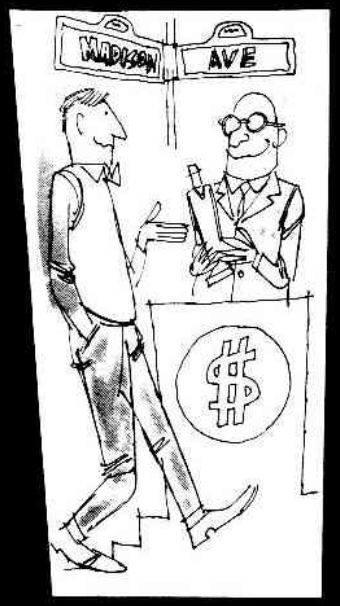




For the best suggestion placed in the suggestion box by a company employee, the nominees are: Shirley, the bookkeeper, for suggesting we make another key for the Ladies' Room . . . Arnold, the shipping clerk, for suggesting we have a shorter working day . . . Leo, the idea man, for suggesting we get rid of the suggestion box . . .

The envelope please . . .

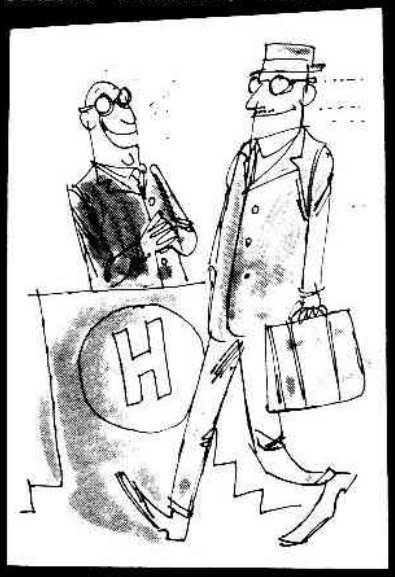
The winner . . . ARNOLD, for suggesting a shorter working day! ! !



I want to thank the entire delivery room who made it possible for me to win this award, and especially thanks to Mr. Hotchkiss himself, for allowing my suggestion to really come true. Tomorrow, I start working here part time!

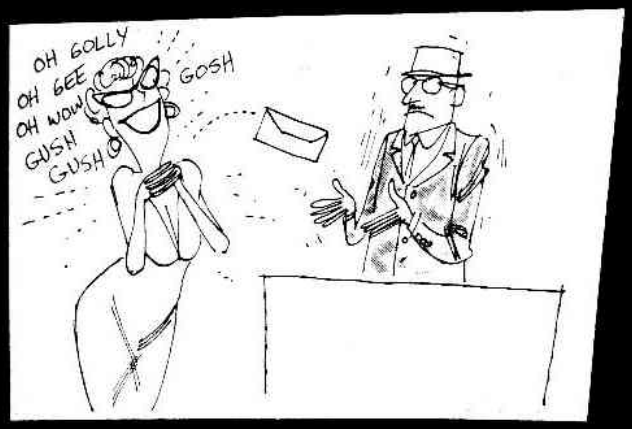
Let's all hear it for Arnold, Ladies and Gentlemen, doing a remarkable job wrapping packages in the production department . . .

Moving right along to the next category, here to present the award is our ever popular outside salesman, CHARLIE

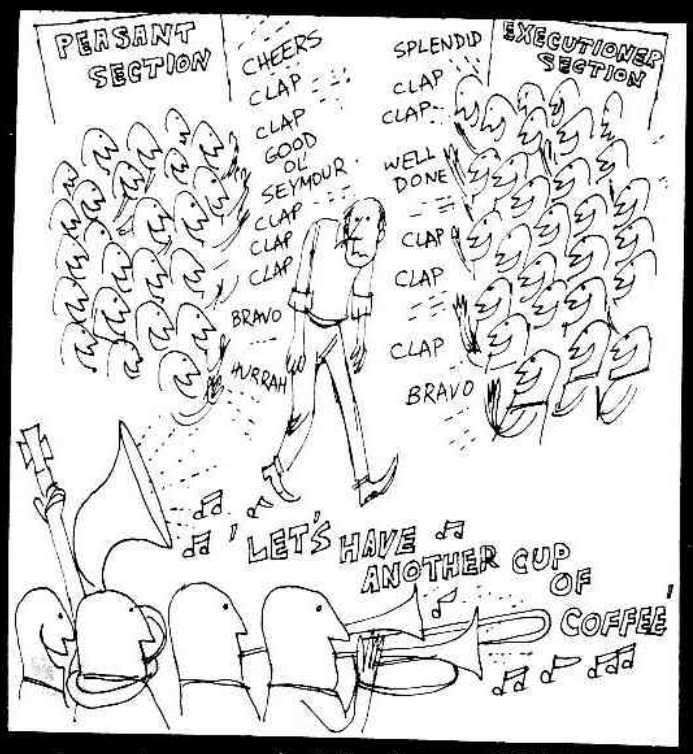


The nominees for the best single achievement of the year by a company employee are: Alex, the maintenance man, for fixing the water cooler . . . Seymour, the office manager, for extending the coffee break to twenty minutes . . . Herman, the accountant, for detecting an error in the books which saved the company ten thousand dollars.

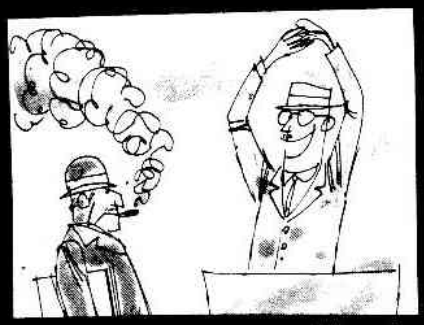
The envelope, if you please . . .



The winner . . . SEYMOUR FOR EXTENDING THE COFFEE BREAK! ! !



Here to accept the award for Seymour is his friend and co-worker, our Vice-President—



On behalf of Seymour I accept this award. I know that he thanks you all personally, from his new post in our New Zealand branch. Thank you.

And thank you, C.L.! To present the next award, here is a man you all know and love, your favorite and mine, our paste up man, MAX . . .

For the best copy written by a copywriter this year, the nominees are: Harold, for "CANCER IS GOOD FOR YOU!" in connection with a recent cigarette campaign . . . Freddie, for "PROMISE HER ARPEGE BUT GIVE HER MINERAL WATER!" in connection with a nationwide health drive . . . Sol, for "FORMERLY $19.98 — NOW ONLY 14c!" in connection with a frrm going out of business. The envelope, Zelda, please . . .

The winner is FREDDIE AND MINERAL WATER! !

I want to thank everybody in the copy room who helped me win this award. So here's thanks to Harvey, Bernard, Don, Nick, Peter, John, Bill, Selma, Horace, Willie, Clarence, Dave, Phyllis, Tony, Bob, Alan, Irving, Barbara, Louie, Jack, Murray, Oswald, Reggie, Stan, Paul, Cynthia, Eddie, Sheldon, Dick . . .

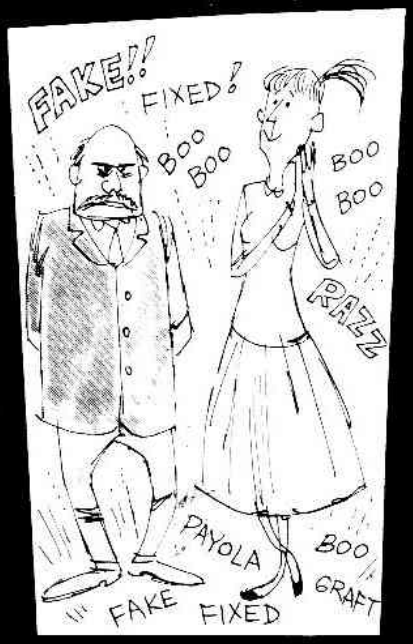
. . . Betty, Sy, Elaine, Mac, Sid, Pete, Sara, Lee, Norman,

Ruth Keith, Herby, Leon, Eli, Chuck, Shorty, Red, Pimples, Stinky, Square, Joe, Cuddles

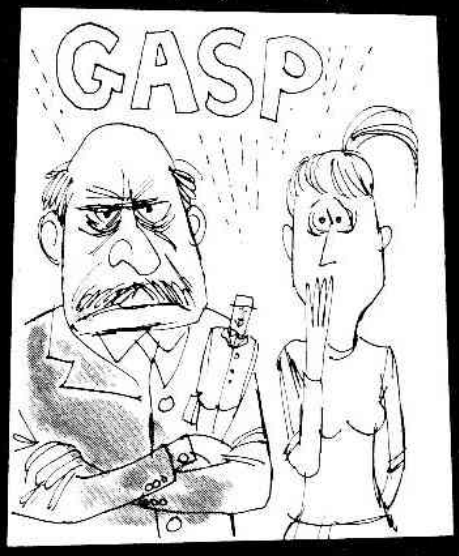
Time now for our last category. Here to introduce it is the popular clerk-typist, our own, HENRIETTA . . .

The nominees for the best executive direction of the year are: T. Henry Frammis, head of the sales department, for increasing the company sales 17 percent . . . R. Fenwick Blech, head of the production department for increasing company production 46 percent . . . J. Felix Hotchkiss, head of the whole company, for increasing his bank account 102 percent May I have the envelope, please . . .

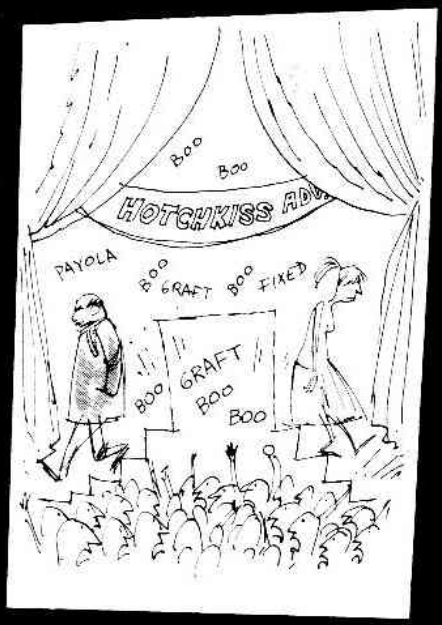
And the winner is . . . J. FELIX HOTCHKISS, OUR BOSS! ! !



All I want to say is everybody is docked an hour's pay! You're having these stupid awards on company time! ! !



Business is business . . .



Script by Paul Laikin

A SICK POVERTY PARODY

A recent survey of poor people in America showed that it's not jobs or better housing that they primarily want. These things are important but secondary. What they really want basically is a chance to be heard. To be counted. To have their views brought forward. And so, we accommodate them by presenting our version of one of the poorest magazine parodies we've ever done.

A Poor Man's Dream:
THEY DISCOVERED OIL UNDER THE GROUND BENEATH MY HUT AT RESURRECTION CITY!

Better Homes and Ghettos

Attention Poor People:
SAVE YOUR MOLDY BREAD— IT MAKES PENICILLIN!

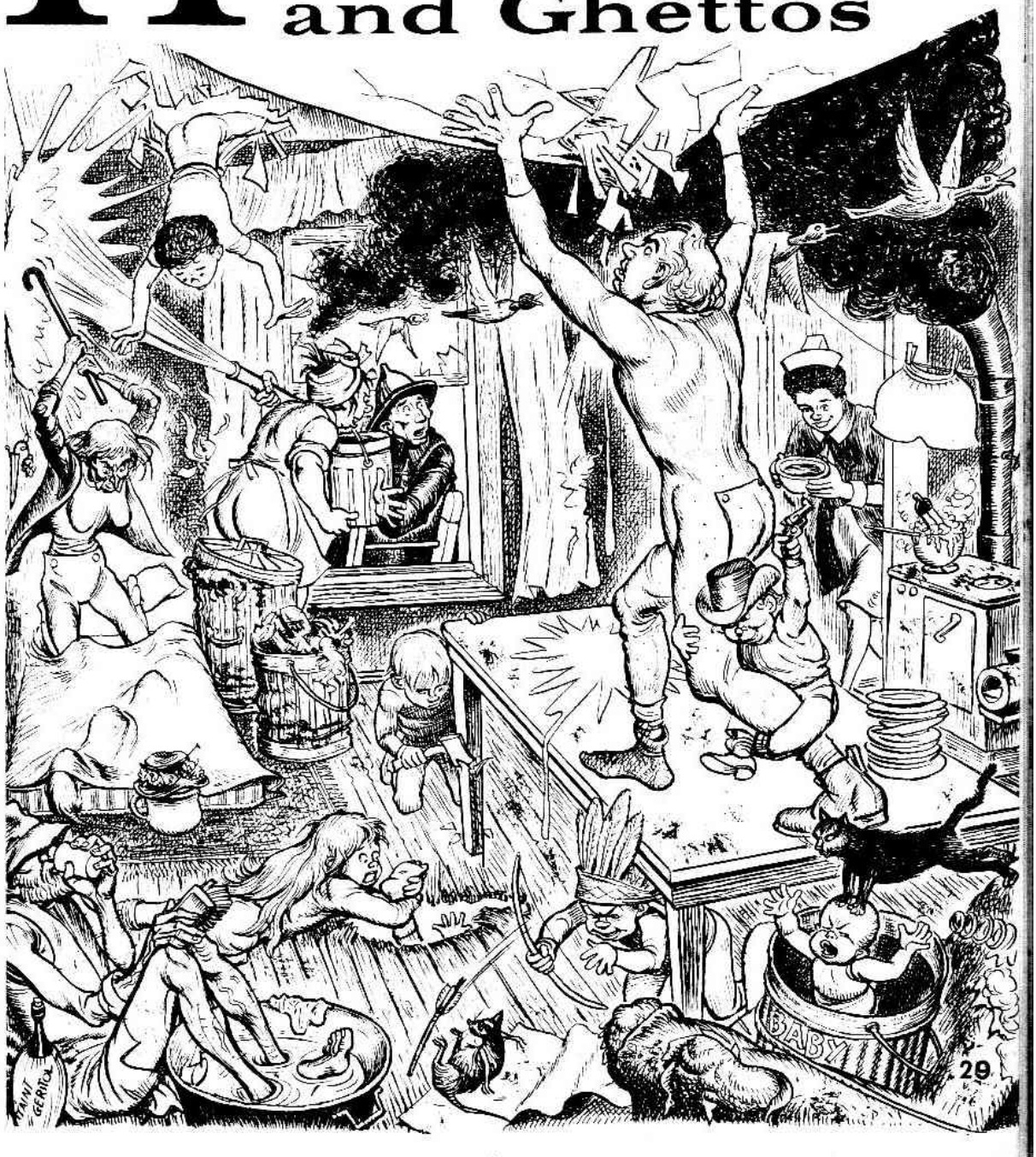
I Found A Fly In My Soup
FIRST PIECE OF MEAT I HAD IN MONTHS!

BETTER DEAD THAN RED!
(The American Indian Is **Really** Poor!)

Rumor Of The Month:
THURGOOD MARSHALL IS A RUNAWAY SLAVE!

A Poor Man's Lament:
I'D GIVE HIM THE SHIRT OFF MY BACK —IF I **HAD** A SHIRT!

101 THINGS YOU CAN FIND WHILE SCAVENGING IN GARBAGE CANS



THE MAGAZINE FOR POOR PEOPLE

CIRCULATION 7

3¢

(or whatever you can spare)

Better Homes and Ghettos

Vol. One No. One All For One

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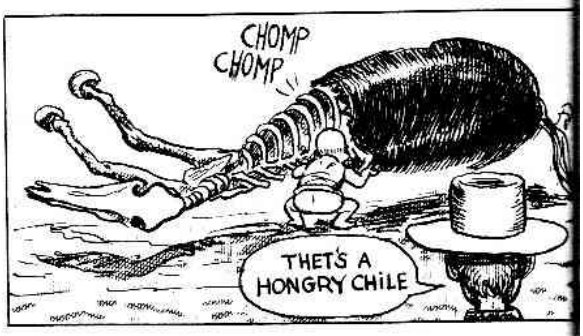
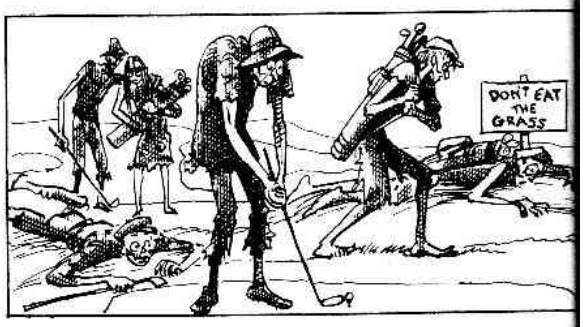
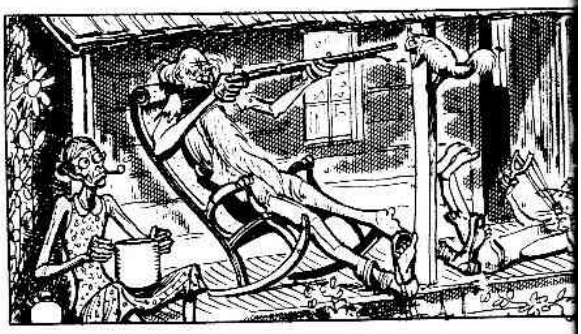
Pinup of Apple Annie in a torn bikini ..... CENTERFOLD





POVERTY MAGAZINE is published irregularly—whenever we get a few bucks together. Editorial Offices at Resurrection City, Hut No. 86. Subscription rates vary depending on how much we can get out of you. 9th Class Mailing permit still pending in Washington due to lack of funds. Not responsible for unsolicited manuscripts or artwork—what we do is sell them to other magazines. Printed in the U.S.A.—where we still haven't paid any bills!



Inquiring Poortographer

by GOPHER BROKE

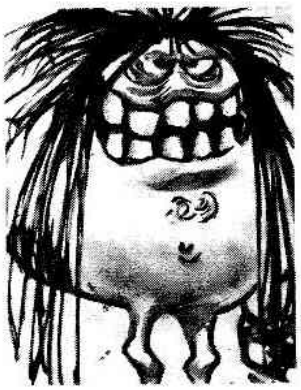
QUESTION: What do you think of the War On Poverty?

(asked of various slobs along Poverty Row)

Homer Globb, Free-Lance Dishwasher: What do I think of the War on Poverty? It's a disgrace, I tell you. It's a downright indecent thing to do. I say that people should not have a war declared on them just because they happen to be poor!

Abner Zilch, Part-Time Porter: The War On Poverty will never come off. There's too much graft and corruption. As soon as the Federal money comes in, the local politicians will steal it. And believe me, I'd complain more if I didn't get **my** share!

Horace Smedley, Professional Has-Been: I like the War On Poverty. I think it's a wonderful idea. It really appeals to me. In fact, I went out and joined the War On Poverty only this morning. I went out and I captured three panhandlers!



Pula Kinlai, Unemployed Brain Surgeon: Can't see why there's such a war anyway. I say there are no such things as poor people. They were invented by Madison Avenue. They don't exist. And now that I've answered your question, can I ask you something? Got a dime for a cup of coffee?

ADVICE TO THE POOR-LORN

Dear Dr. Poor:

What exactly does the War On Poverty Program do for poor people? *J.B.*

That's what we'd all like to know!

• • •

As a firm believer in the abolishment of poverty, I have marched on Washington, I have marched on Memphis and I have marched on Chicago. What should I do now? *D.O.A.*

Sit down and rest already!

• • •

Between you and me, what do you think a cop gets by dragging Poverty Protestors to jail all day long? *C.O.D.*

Probably a hernia!

• • •

To protest the poverty in this country I've recently started growing a beard. I'm enclosing a photo. What do you think of it? *R.X.*

On *you* it looks good, Miss!

• • •

I'm very poor and would like to become a member of the John Birch Society. How do I go about it? *A.K.*

First bring a note from your psychiatrist!

• • •

My question is, what did you think of the March on Selma? *3.O.*

I don't know, but she sounds like a wonderful girl!

• • •

I'm poor and would like to become rich. Any suggestions? *R.F.D.*

Try getting the rice concessions at Zsa Zsa Gabor weddings!

• • •

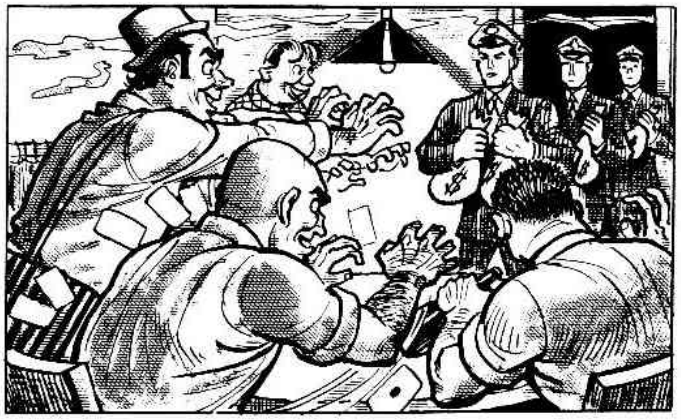
Man, like, I read your column all the time and I think it's the end. *B.S.*

I got news for you—it is!

• • •

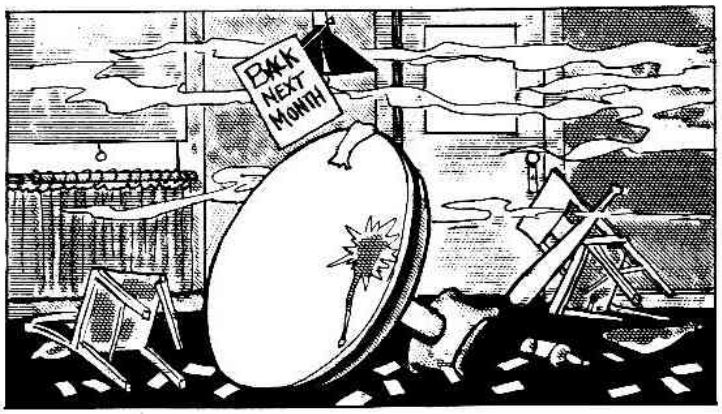
HOW FEDERAL POVERTY FUNDS ARE DISTRIBUTED

PRIZE-LOSING FEATURE ARTICLE
by The Late George Apley
(as told to his assassin)



Here is the same agency the day that Federal funds arrive.

Poor people line up at the door to receive these badly-needed funds.



BE GLAD YOU'RE POOR!

How to Give Poor People a Better Image

by
I.M. CLODD

Since poverty is here to stay, we poor people might as well make the best of it. If you can't fight 'em—join 'em! Now, what has to be done is give poor people a better "image." And the best way to do this is to sell the country on the idea that **"poor is beautiful."** Middle-class America just doesn't want to think about poverty because they feel that it's ugly. If a campaign got underway which could alter that image, then we'd have something.

A good way to begin is to **"think poor."** Walk around carrying signs like **"Poor Power" . . . "Be Glad You're Poor" . . .** and a sure-winner **"Poverty Now!"** Wear your rags high. Put on a happy, though dirty face. Live poorer than you do. Hang around welfare agencies. Live near garbage dumps. Use a mailing address at Resurrection City. Do lines like **"the meek shall inherit the earth"** . . . and **"money is the root of all evil."** A real grabber is **"it's easier for a rich man to pass thru the eye of a needle than to enter the kingdom of heaven."**

Another way to promote the poor image is to walk around with a copy of Poor Richard's Almanac, singing **"We Shall Overcome"** as you protest in front of a pushcart. Do all these things and in no time at all you yourself will begin to believe that poor is beautiful. You'll be so carried away that you wouldn't want to change your poverty status for anything. And it won't be long before you'll be out carrying a sign like **"Give To The Rich!"**

"I never carry more than 50¢ in cash with me,"

says "HARDLUCK HARRY" FURD

". . . that's because I never **have** more than 50¢ on me! But if **you** do, better cash it in or they'll steal it right off you. And what better way to cash it in than with

AMERICAN EXPRESS POVERTY CHECKS

"They bounce **before** they hit the bank!"

PUBLIC NOTICE: A census will be taken in Harlem on Labor Day. What will happen is that a quarter will be thrown in the middle of each street.

RALPH ABERNATHY—CALL YOUR ANSWERING SERVICE!

LONELY? We have an incredible selection of the poorest men and women in America. You needn't go alone to the Unemployment Office any longer. Send full details first postcard. BOX 64Q

AT LIBERTY: Lee Bouvier's acting teacher; very poor now; will take anything. BOX 85W

LEO: Don't come home; nothing is forgiven; we still hate you; RHODA

FREE-FOR-ALL: Last 3 cars of the IRT Express at Times Square New Year's Eve. Come early for a good seat.

Will sell my own grandmother for the right price. In fact, will sell YOUR grandmother for right price. Write for details. BOX 21R

YOU HEARD IT HERE

"One-third of our nation is ill-fed, ill-clothed, ill-housed and just plain ill!"—AMERICAN PSYCHIATRIC ASSOCIATION.

• • •

"He who steals my purse steals trash. But he who steals my good name ALSO steals trash!"—IRVING TRASH.

• • •

"We must do everything in our power to declare an all-out war against poverty. It's them or us!"—BEVERLY HILLS CHAMBER OF COMMERCE.

• • •

"Money isn't everything. A man with ten million dollars is no happier than a man with nine million dollars."—JOE MILLER.

• • •

"If all the poor people in America were laid end to end, this country would turn into a garage overnight!"—HUGH BETCHA.

in next issue:

Don't Despair: The Meek Shall Inherit The Earth (They Wouldn't Have The Nerve To Refuse It)

86 PAGES OF PICTURES OF FREE LUNCH COUNTERS

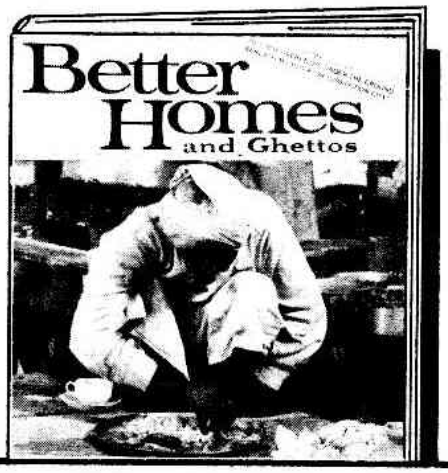
What It's Like To Be Poor In Beverly Hills

The Cities' New Gimmick: ***TEARING DOWN TENEMENTS AND MAKING PARKING LOTS OUT OF THEM***

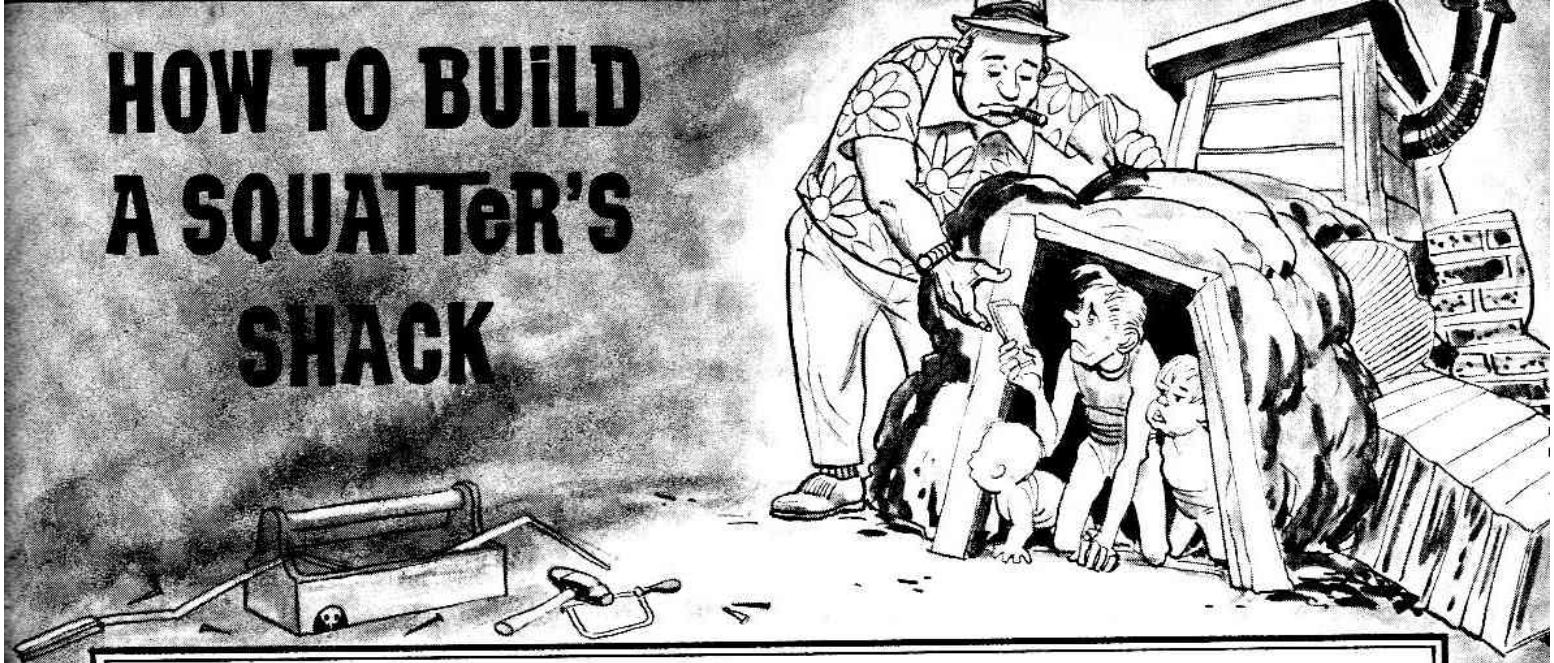
So What If You're Starving: AS LONG AS YOU GOT YOUR HEALTH!

and many other poor articles

ON SALE SOON
(as soon as we get around to it)

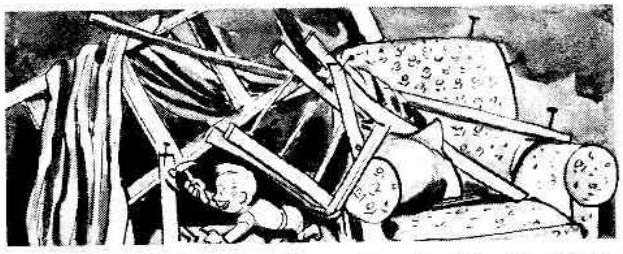


HOW TO BUILD A SQUATTER'S SHACK

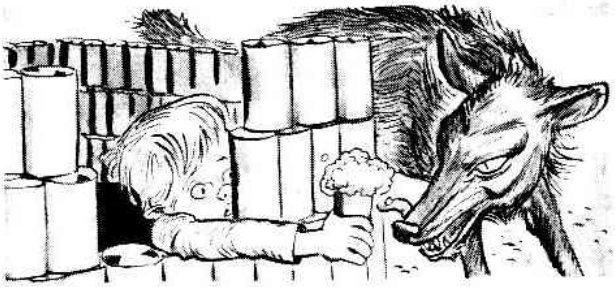


A PUBLIC SERVICE ARTICLE
by
Public J. Service
(America's Poorest Writer)

Since we poor people are always on the march, it's a good thing to know how to build a home for yourself quickly and quietly, without too much of a hassle. You never know when you're going to "shack up" so to speak. Now, building a home is so easy a two year old child can figure it out. A grown man might have a little trouble—so bring a two year old child with you.



The first thing you have to decide is what you're going to make the house out of. **Mud** is good—only for appearance sake make sure it's nice and dirty. **Straw** is also good—only don't use the kind that would break a camel's back. **Brick** is best however—especially if a wolf comes to your door and tries to blow it down. If you can't get these ingredients, try stacking other things—like **empty cans,** for example. Beer cans are best since they put a nice head on the roof. Among other things you can use to build your castle are **egg rinds, pomegranate skins, onion peelings,** and, very big this year, **watermelon seeds.** If you want, you can tear down your old shack and take the wood and nails along with you to the new place. To feel at home, simply bring in termites, cockroaches, bedbugs and what have you. Two rats per room is the accepted fare.



The number of rooms you make is important. Figure one room for a family of four. Two rooms for a family of eight. Three rooms for a family of sixteen and over. If you have over sixteen in your family, better still, figure on leaving the country. As regards the beds, three in a bed is par for the course. That's for adults. For children, make it six in a bed.

To feel at home, you should also build a high window from which to throw your garbage. And lastly, to top it off you need but one more thing. One item that will make you feel right at home in your shack. Find yourself a slum landlord!

"Last week I made $400 selling apples on Broadway," says **APPLE ANNIE**

". . . and you can do the same if you follow my plan. Only lay off apples—that's **my** racket. Find yourself another item. Today there's a fortune to be made in tangerines, cumquats, grapefruits and nectarines. Inquire:
FRUITS UNLIMITED
Greenwich Village

ATTENTION POOR-NIKS FINISH GRADE SCHOOL AT HOME — IN YOUR SPARE TIME!

Earn a Grammar School diploma. Prepare for important jobs as messengers, busboys, dishwashers and porters. Write today for brochure:
GIMMICKS UNLIMITED OOLA, LA.

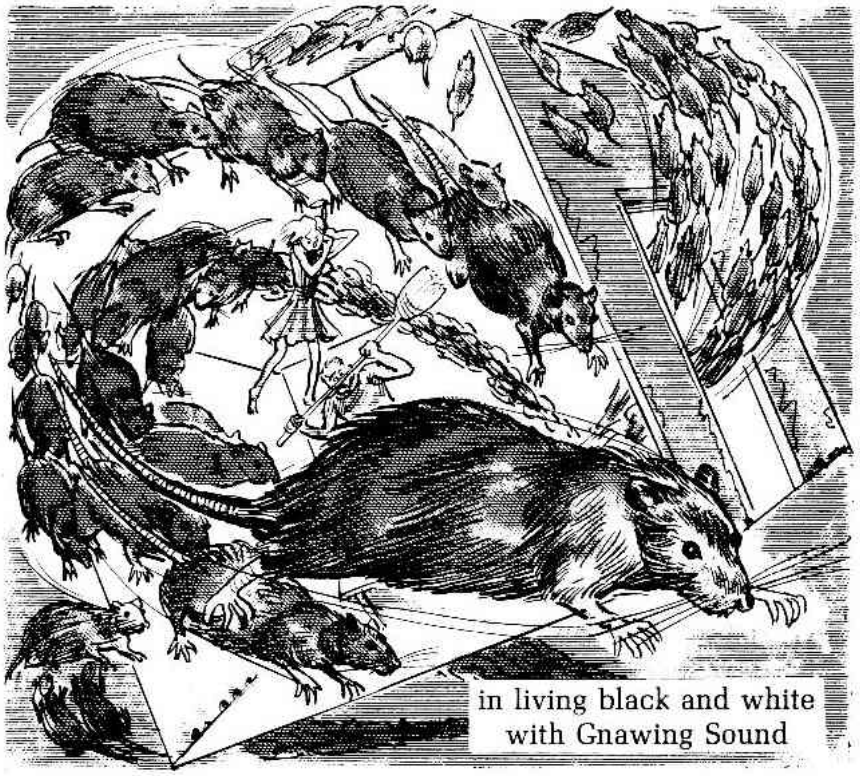
Can you draw me?

If so, you may have talent. What's more important, you may have money. You send us the money, we'll send you the talent. Hurry—before the landlord evicts us!
INFAMOUS ARTISTS SCHOOL
WATTS, CALIF.

The Poorest Movie Ever Made!

Slum Tenement Productions'

THE HOUSE OF RATS-CHILD



starring
THE RAT PACK
and a cast of billions

shockingly frank, it penetrates deep down into the heart of the woodwork where the action takes place . . .

Hear The Hit Song:
GETTING TO GNAW YOU
(as sung by Mighty Mouse)

NOMINATED FOR A SLUM CLEARANCE AWARD BY THE CITY COUNCIL
(suggested for immature audiences)

PLEASE DO NOT REVEAL THE ENDING TO YOUR FRIENDS
(because there isn't any!)

GET AWAY FROM IT ALL
COME TO BEAUTIFUL RESURRECTION CITY

A HOME AWAY FROM HOME

LAND OF EQUAL OPPORTUNITY
(everybody starves!)

Bask in the delightful muck and mire, live in the mud-hut of your choice march on down today!

HITCHHIKE NOW, PAY LATER

How we retired to Resurrection City on $3 a year

WELFARE FUND INSURANCE CHECQUES

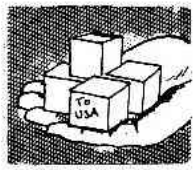
"I dreamed I stood on the Welfare Line in my maidenform bra

—sold in ghetto streets everywhere—

WINSOME TASTES GOOD LIKE A CIGARETTE SHOULD!

why smoke 'em when you can eat 'em?

FOOD PACKAGES FROM EUROPE SMUGGLED RIGHT OFF THE BOAT



Get 'em while they're hot. You needn't starve any longer. Whatever you want we got it.

CONTRA BANDS MAKESME, ILL.

POOR PERSON'S RECIPE OF THE MONTH

2 egg shells
3 grapefruit rinds
6 lbs. coffee grinds
18 tangerine skins
4 oz. Sneaky Pete
5 tablespoons chopped-up banana peels
1 cup leftovers
2 glasses armpit sweat

Mix all the ingredients together and keep stirring until it starts turning blue. **You**, not the ingredients. Then let it simmer down, add a pinch of paprika, a jigger of epsom salt, two fingers of bicarbonate and sprinkle liberally with cloudy sink water. Place it on the table to dry and make sure you open all the windows. When ready, it makes a delicious dish. Not food—it hardens into a **real dish.** Then, if you want to eat, put anything you can scrounge on it!

THE CORRECT THING

POOR PERSON of the month

HUGH SLOBYA *South Side Chicago*

for being so poor that he was the only one to be evicted from his hut at Resurrection City.

Meet Miss Poverty

Ima Nutt **Mishu, Ga.**

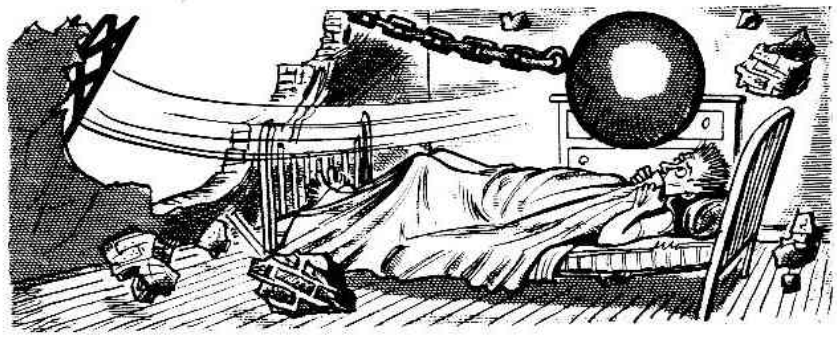
Here is a girl who is so poor she lives in a hole-in-the-ground. Not a building—a real hole-in-the-ground. Her parents couldn't even afford to have children—so a neighbor had her. As a child they used to sleep 14 in a bed—and they weren't even relatives of hers. At the age of five she was adopted by a Polish family. They were so poor they used to get food packages from Korea. There was no food, no clothing, no money. Then came the depression.

Dirty and disheveled, when this girl goes swimming off the local docks, she leaves a ring around the pier. Nevertheless, she recently announced her engagement to a fellow in the Navy. A frogman. Trouble is, everytime she kisses him she gets warts. Lots of luck, Ima—and we'll be seeing you around the garbage trucks!

WHAT IS POOR?

POOR is stopping beggars on the street and asking *them* for money.

POOR is going on a hunger strike and not giving up anything.



POOR is having your slum tenement torn down while you're still in it.

POOR is not having a mailbox to receive your Welfare Check in.

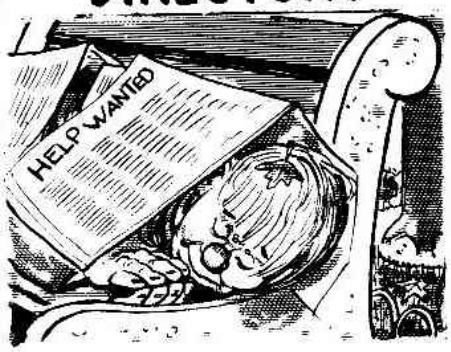
POOR is taking *in* the garbage every night.

POOR is hearing a politician promising a chicken in every pot and not owning a pot.

POOR is having your check bounce *before* it reaches the bank.

POOR is marrying a Bowery Bum because you want to become a social climber.

CLASSIFIED DIRECTORY



FOR RENT: One-Room Apartment in Harlem. Interested families please apply. BOX 86R

LOST AND FOUND: Wallet containing $2 and all my important papers—my social security card, driver's license, etc. Forget it. Just return my $2. Keep the important papers. BOX 65J

HITCHHIKING TO CHICAGO: seek partner with thumb to help me out; male, female, other; share scroungings. BOX 32K

Not responsible for my son's debts—mainly because I'm not responsible for my son. RUFUS J. POVERTEE, Apalachia, N.Y.

HELP WANTED
Not a job — just want help!
BOX 98P

FOR SALE: Everything I own for the right price. Will even consider wrong price. In fact, any price will do. Just send money. BOX 52M

Poor-militant-Negro wishes to meet rich conservative-White. Object: Murder. BOX 49C

BUSINESS OPPORTUNITY
Agents wanted to sell narcotics corner to corner. Leads furnished. Established clientele. Right Job for Right Man. BOX 22X

HELP WANTED: Insurance Investigators to appraise damage in the Watts area of Los Angeles. Steady work. Permanent Career Job. BOX 75Z

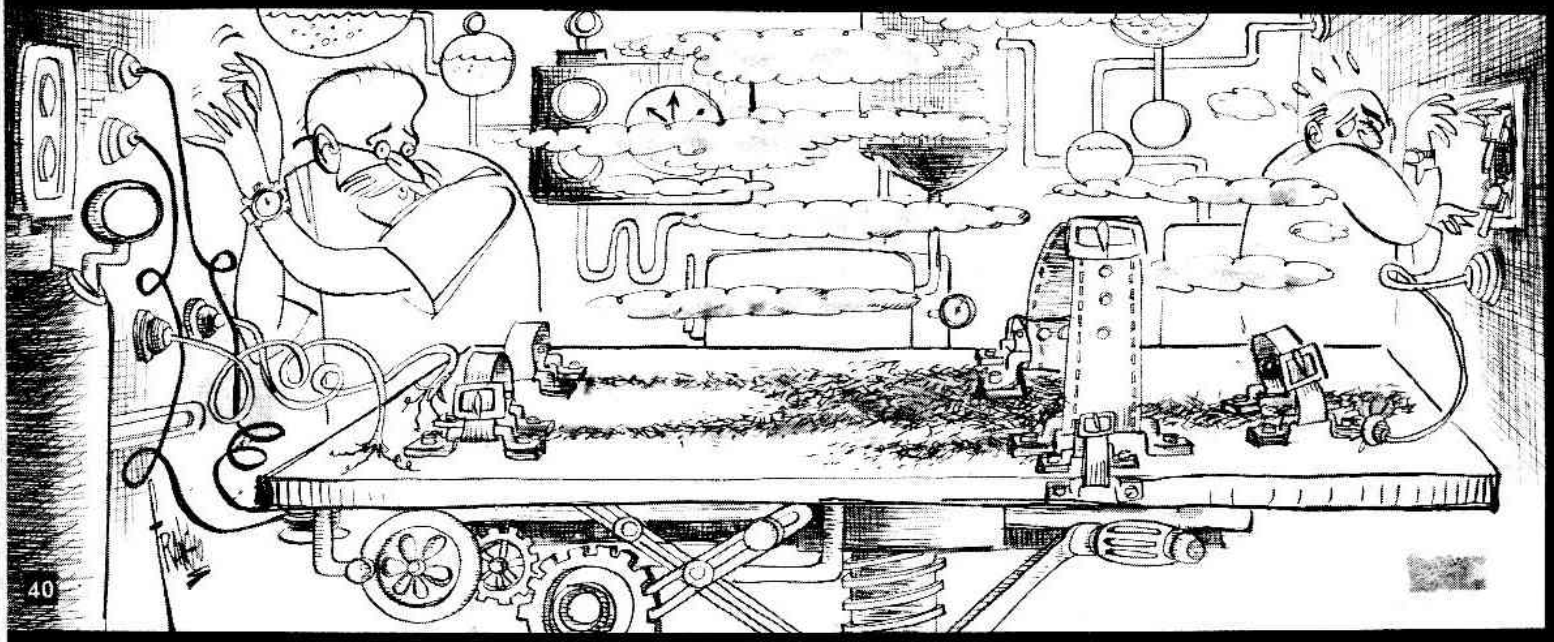
PEACE DEMONSTRATIONS in Chicago, entire month of August. Bring your own clubs and weapons. BOX 83B

HELP! I'M BEING HELD PRISONER IN A HORN AND HARDART BAKERY! BOX 47Y

MONSTER

OKAY EGOR... WE'RE READY FOR THE FINAL STEP!! PULL THE SWITCH..

BZZZTT
BZZTT
HUMMMMMMMMMM
BAZAPT



EXTRA BONUS CUTOUT

Now that it's fashionable for graduates to picket or walk out on their graduation exercises, it's time to reassess the whole procedure. The old graduation diplomas are meaningless, but what's to take their place? The Protester's Diploma, that's what. Here is yours, ready for framing, so you will be the first kid on the block with next year's diploma.

United Students of America
Diploma

This is to certify that

_____

has satisfactorily completed the course of student protesting: namely rabble-rousing, picketing, police harrassment and general mayhem and is hereby entitled to the degree of

Bachelor of Protests

Signed, sealed, witnessed and forged

Mark Rudd
Principal No-Meritus

Bobby Baker
"Vice" Chairman

Stokely
Dean of Rabble-Rousers

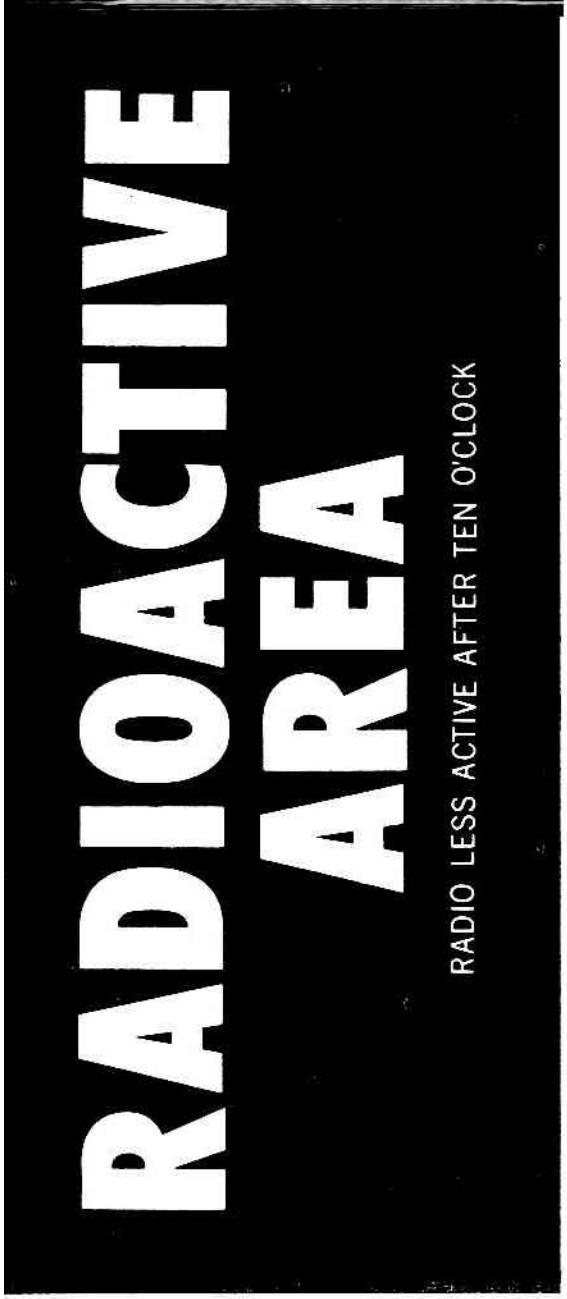
Dr. Timothy Leary
Chairman of the Bored

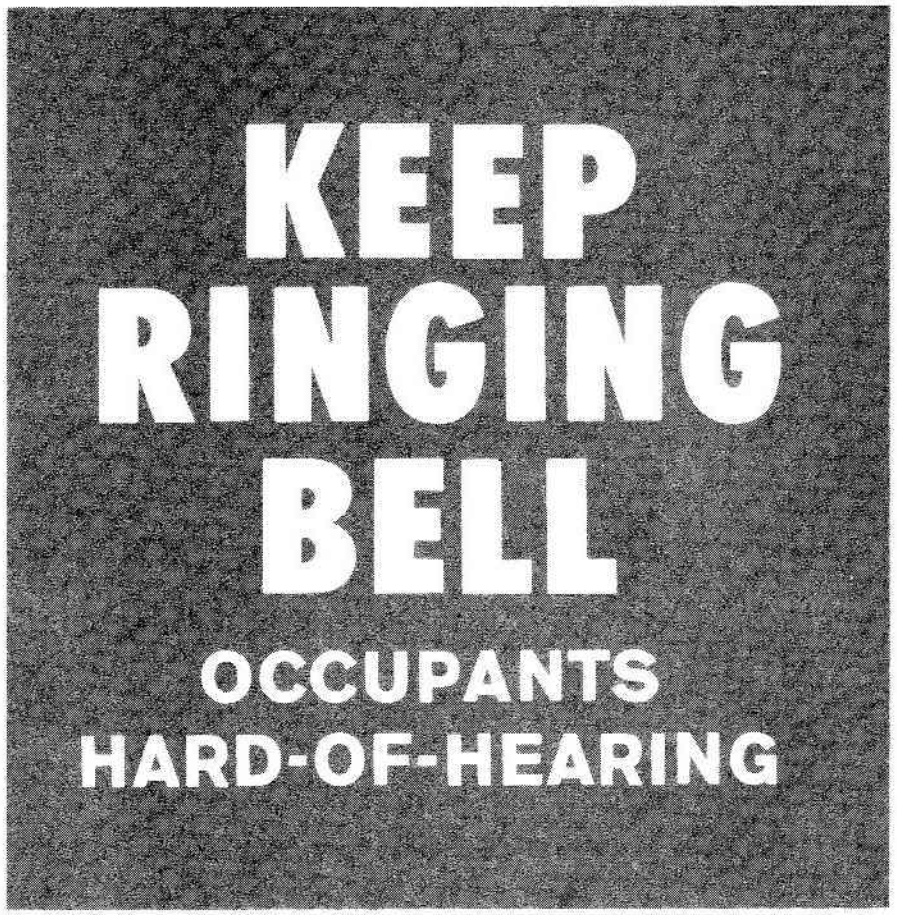
Huckleberry Finn
Public School Dropout

BARRED FROM EDUCATION

SUMMER COME LOUDER

SICK SIGNS


RADIOACTIVE AREA
RADIO LESS ACTIVE AFTER TEN O'CLOCK


KEEP RINGING BELL
OCCUPANTS HARD-OF-HEARING

EMERGENCY EXIT
NOT TO BE USED UNDER ANY CIRCUMSTANCES

BEWARE!
SMALLPOX EPIDEMIC
TRACED TO THIS SPOT

KICK THE CIGARETTE HABIT

Decorate your pad with this psychedelic poster

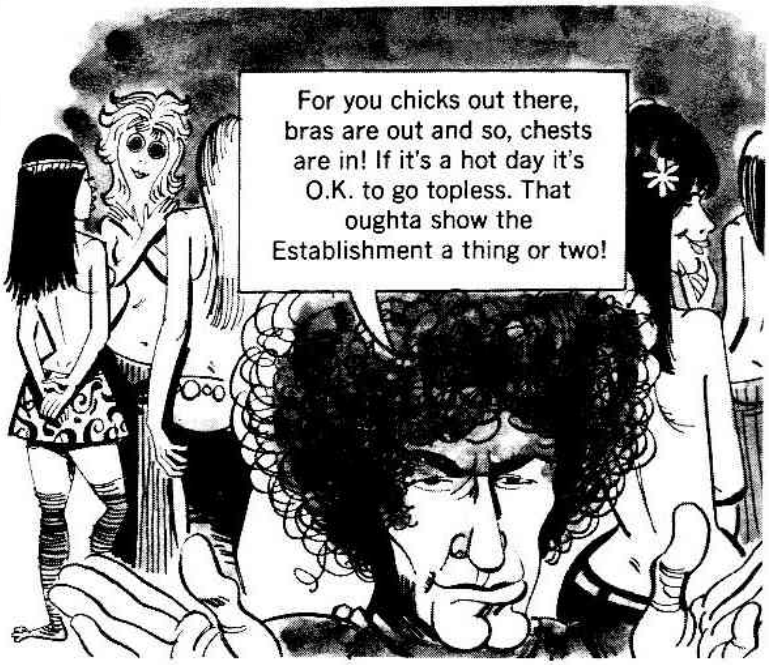
TOGETHERNESS

With protest marches and demonstrations becoming more and more organized and complex, it figures that somebody will have to lay down some rules of behavior to keep things from getting chaotic. And who is more qualified to do this than Abbie Hoffman? So, like, here is . . .

ABBIE HOFFMAN'S CHARM SCHOOL

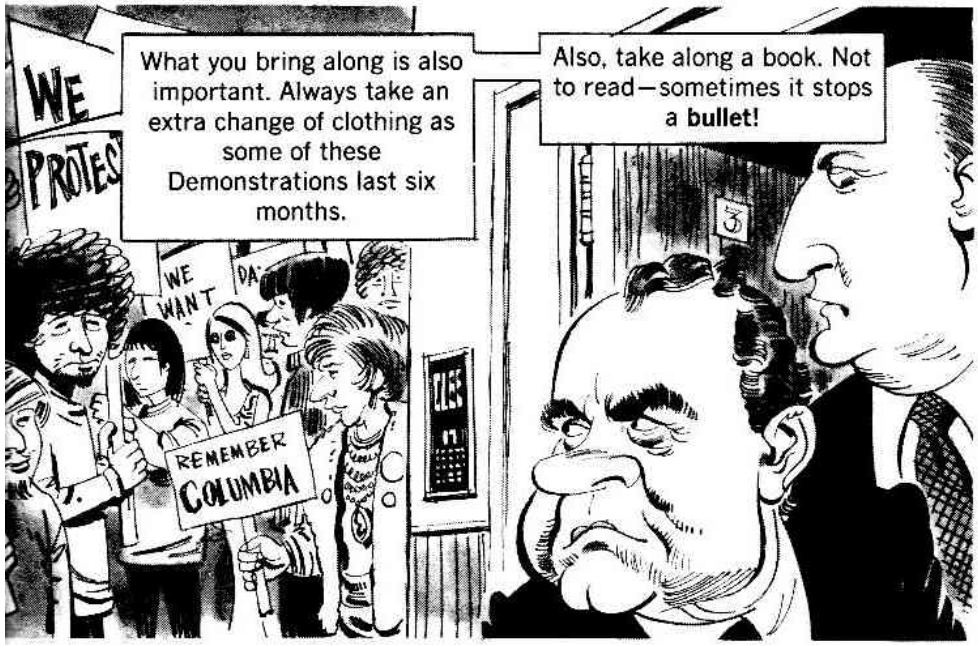
Script by Paul Laikin Art by Jerry Grandenetti

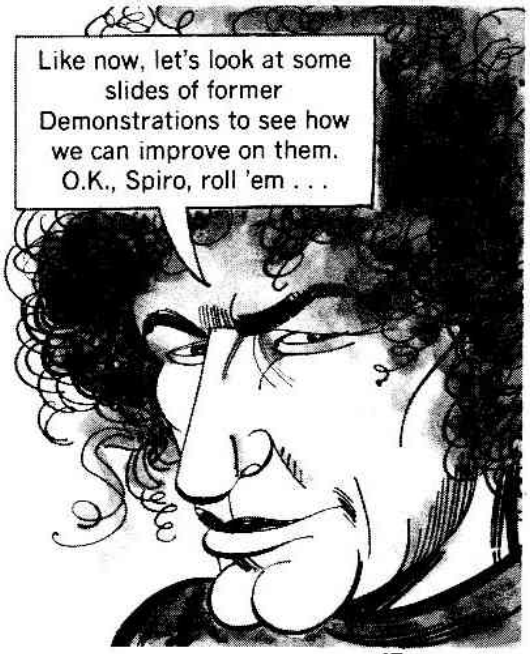
Hair is very important. I wanna see a lotta hair. I wanna see big bushy mustaches and beards. On your heads and under your armpits. That's real charm, baby!


For you chicks out there, bras are out and so, chests are in! If it's a hot day it's O.K. to go topless. That oughta show the Establishment a thing or two!

Bell-shaped bottoms are groovy looking—for those of you whose bottoms are shaped like bells, that is. Man, for Sit-Ins they're the living end!

Other groovy things you can wear are Army blankets, sleeping bags and kitchen curtains. Bathroom rugs really make it when the weather is cold!
Likewise, white tablecloths are real groovy for formal occasions like burning buildings!


What you bring along is also important. Always take an extra change of clothing as some of these Demonstrations last six months.
Also, take along a book. Not to read—sometimes it stops a **bullet!**
WE
PROTES
WE WANT
REMEMBER COLUMBIA


Like now, let's look at some slides of former Demonstrations to see how we can improve on them. O.K., Spiro, roll 'em . . .

"What you yell at the pigs is important. No more four-letter words. Remember, you're on TV and they'll bloop you out. We must use different kinds of obscenities suited to the medium. Obscenities that will really shock the TV viewer. Like, for example, instead of yelling, "You filthy pig!" at a State Trooper, we yell "You have bad breath!" Another thing you can scream at a blue coat is "Ring around the collar!" Now certain words really turn 'em on like **fungus . . . eczema . . .** and the real winner . . . **midriff bulge!"**

"No matter what you shout though, speak out clearly. Don't slur your words. Remember, you're being picked up live on a sound track. And don't even worry if the mikes are off. There are plenty of lip readers out there!"

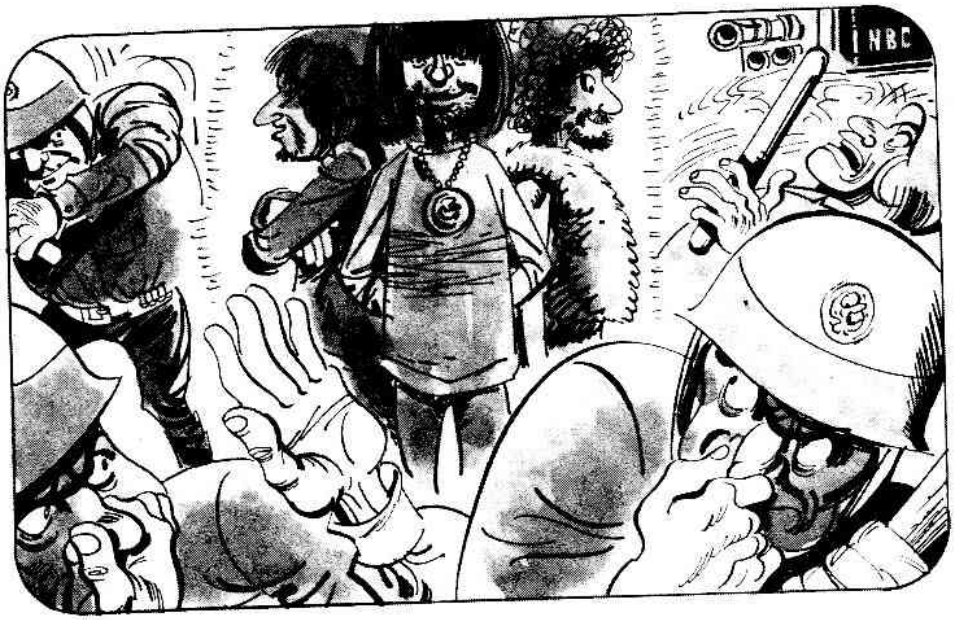
"The signs you carry should be big and prominent and easy to read. No sloppy lettering. No funny layouts. No big words. Just lay it in there, right? Remember, we're dealing with a 12-year old mentality. And don't forget to hold your signs with the hand that's away from the camera. Don't block the message. I mean, like, even 12-year olds can read!"

"Bombs are out this year. Folks just don't have a sense of humor about them anymore. So, we gotta bug the Establishment in different ways. What we gotta do is put down the American way of life. Destroy the image, right? Like we're now trying to trap Doris Day in a compromising position with Leroi Jones! We're also working on a project to prove that drinking milk causes cancer! And the one I'm involved in—trying to show that Mrs. Spiro Agnew is really a male transvestite!"

"Throwing rocks is also out this year. They don't dig that jazz anymore. The same goes for beer bottles, Molotov cocktails and Clorox jars. Makes 'em get mad and they start retaliating. What we gotta throw is something like, deadly. Are you ready for this? **Garbage!** Man, like, garbage is real groovy. The only thing though, chances are you won't find much garbage on the spot, so what you have to do is bring your own. Just empty your refrigerators before you start out!"

"One important thing about garbage—since TV is covering all this, we can't just throw **any** kind of garbage. We gotta throw **colorful** garbage. Like ferinstance, tangerine peels are wild because they're a bright orange. Leftover meat bones are also groovy, if they are a nice brown. Likewise, with grapefruit skins you get a crazy yellow. Only lay off egg shells as they're too white, and coffee grinds which are too black. Remember, we play to color TV!"

"As far as weapons are concerned, don't bring any. Remember, we're a peaceful group. And we'll stomp anyone who says differently! But if it gets rough and you feel you have to protect yourself, use whatever you have on hand. For example, if a pig attacks you, flog him with your hair! Whip him with your love beads! Choke him with your headband!



The grooviest weapon though, is your entire body. What you do is **gas** him with your **smell!** Don't forget the golden rule—nobody takes a bath or shower for two months before a Demonstration. The pigs are less likely to come near you then!"

"In this game, you gotta fight fire with fire. If they start throwing tear gas, you give 'em a whiff of your armpits. If they clobber you with their clubs, you conk 'em with your drug bags. If they spit in your face, you shpritz 'em with the grass you're smoking. Our motto is: an eye for an eye, a tooth for a tooth and a shpritz for a shpritz!"

"Now comes the question of staging a riot. Up till now, riots have been done haphazardly, with no regard for TV pacing. So, Man, we're changing all that. We're gonna really **stage** our riots. To do this, we're bringing in Gower Champion. He staged Hello Dolly and look how long **that's** been running! We're also talking to Leonard Bernstein about doing a few songs. Something to jazz it up. I mean, like, when people leave our marches they should be humming some of the tunes!"

"Also 'in' this year are **symbolic rituals**. You may recall how some of us commemorated Earth Day recently. They put dirt all over their bodies, rolled themselves up into a ball and blew themselves up! Now that's what I call groovy. I mean, we gotta come up with symbolic gestures like that for the Sunday supplements!"

"What we're trying to do is create an entirely new society. In our society, everybody will have a voice. Everybody will be treated equally. Everybody will have the right to be heard. And if we find anyone who disagrees with those basic beliefs, we'll destroy him!"

That about wraps it up. Are there any questions?

What's your feeling about the bombs they're putting in movie houses today?

Hollywood's been putting out bombs for years and no one's complained, so why now?

When you burn down a building should you use your left hand or your right hand?

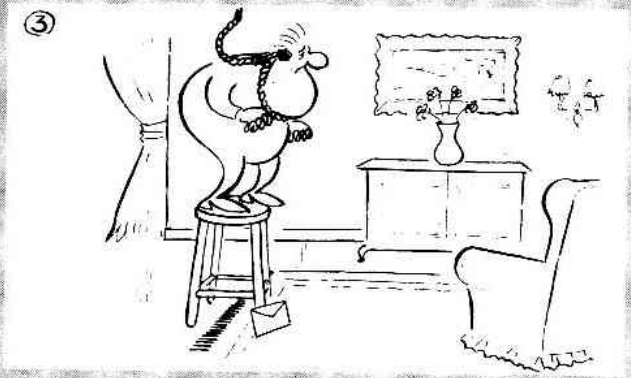
Neither, use a match!

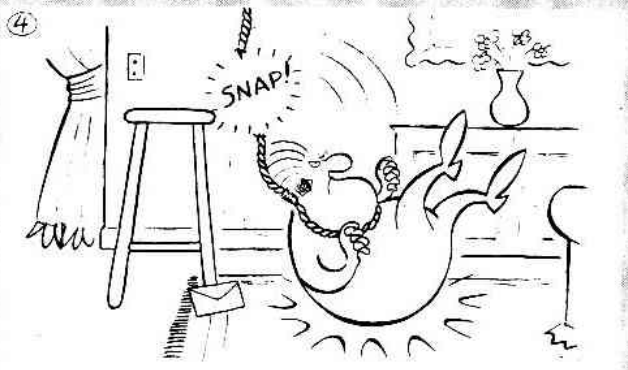
Who's that fat ugly chick you're seen around with lately?

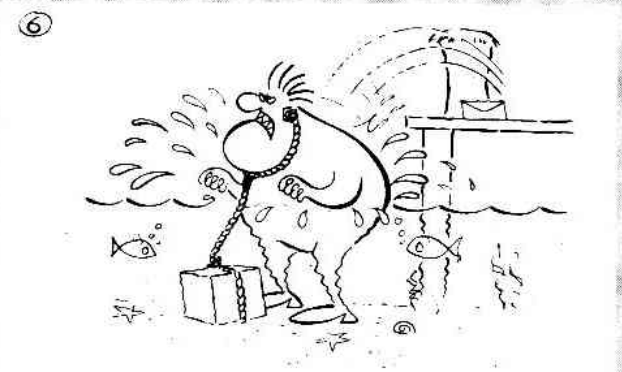
Mind your business, Man, that's my bag!

SUICIDE ATTEMPT

by Caracu





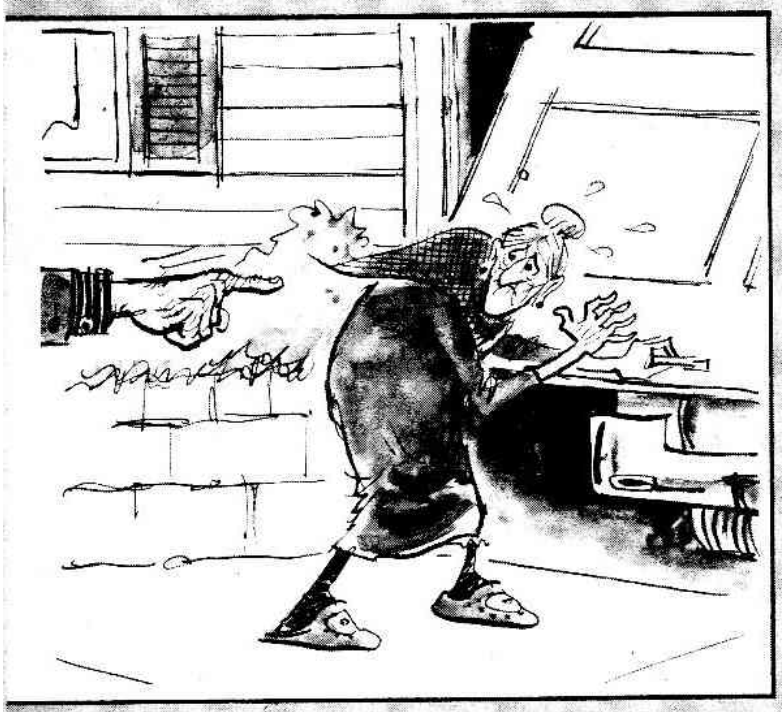


POPPA IS MAFIA..

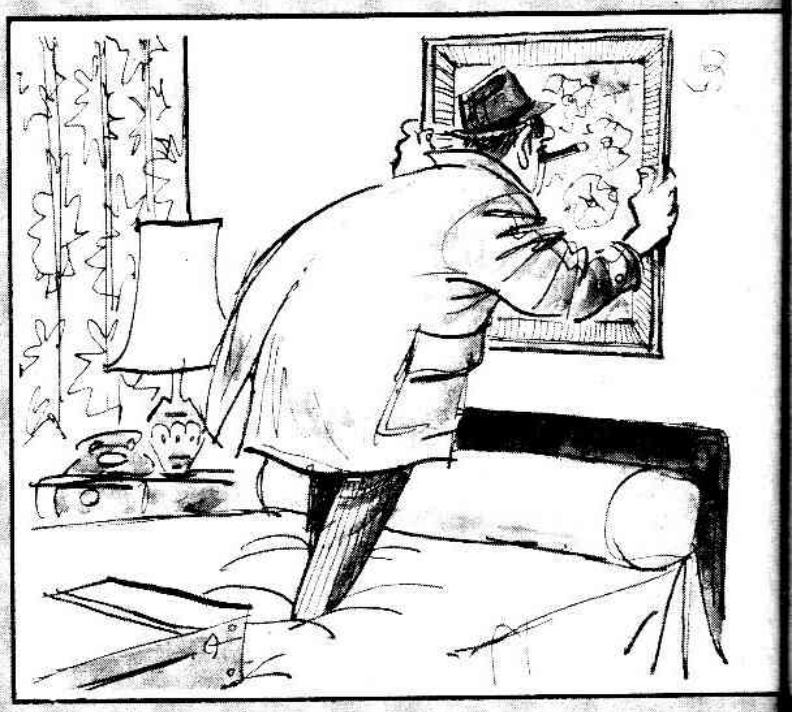
Script by Allan Gascoigne Art by Don Orehek

Poppa is Mafia if he makes the waiter taste the wine first.

Poppa is Mafia if he orders a hundred pounds of cement over the phone at two o'clock in the morning.



Poppa is Mafia if he makes momma start the car every morning.



Poppa is Mafia if he checks into a hotel and immediately starts looking behind the pictures.

Poppa is Mafia if he immediately drops to the floor every time a car backfires.

Poppa is Mafia if he brings home fifty pairs of alligator shoes and hides them in the cellar.

Poppa is Mafia if he's the only one in the neighborhood who gets his garbage towed away during a sanitation strike.

Poppa is Mafia if he soaks his Christmas presents in the bathtub before opening them.

POPPA IS MAFIA...

If he gives out a lot of contracts but never signs one.

If you ask him for a quarter and he tells you the smallest he has is a hundred dollar bill.

If he has a shotgun sling inside his Cadillac.

If his favorite song is "I Cover The Waterfront."

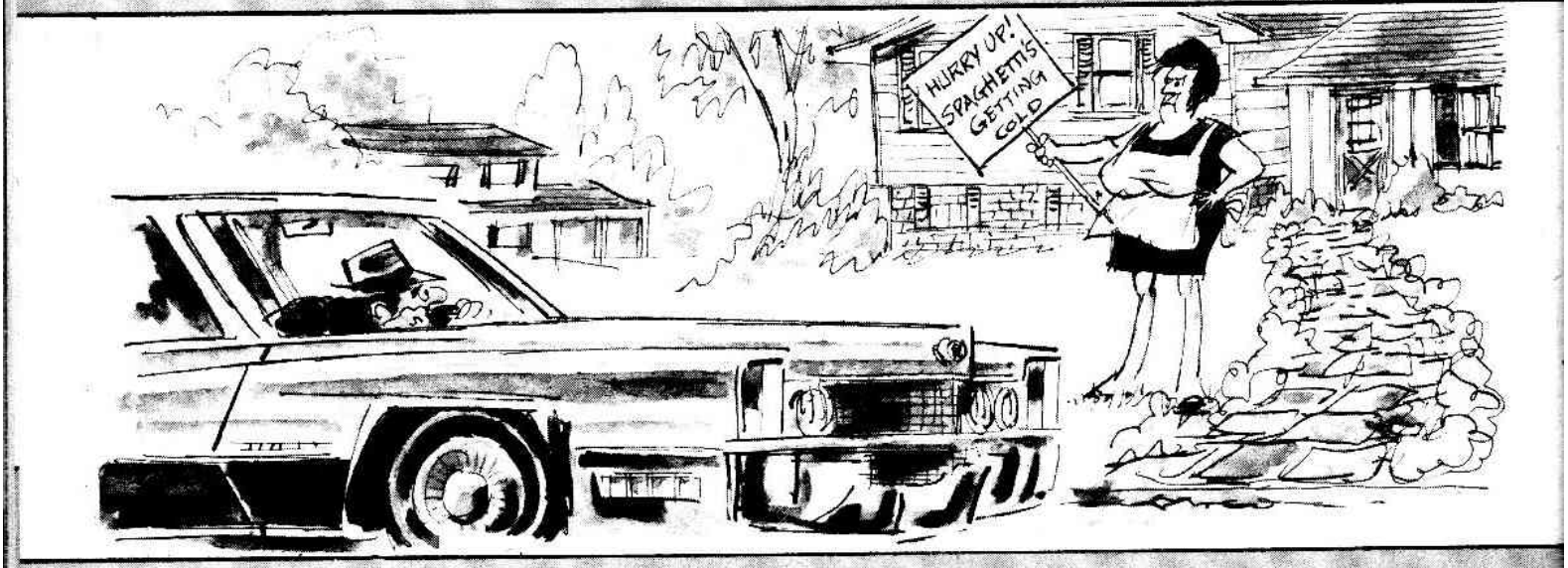
If he tells you Robin Hood was a mixed-up English queer.

If he tells you the F.B.I. is Communist infiltrated.

Poppa is Mafia if he calls the Governor by his first name, the Mayor by his nickname, and the Police Chief by some names we can't print.

Poppa is Mafia if he kisses your uncle Louie on the lips after an argument.

Poppa is Mafia if he double-parks in front of the police station and never gets a ticket.



Poppa is Mafia if he always drives around the block three times before he parks in front of the house.

Poppa is Mafia if he makes the mailman leave packages on the lawn for two days before he opens them.

POPPA IS MAFIA...

If he goes to Kennedy Airport regularly but never gets aboard a plane.

If he has Momma embroider the fifth and sixth amendments on his French cuffs.

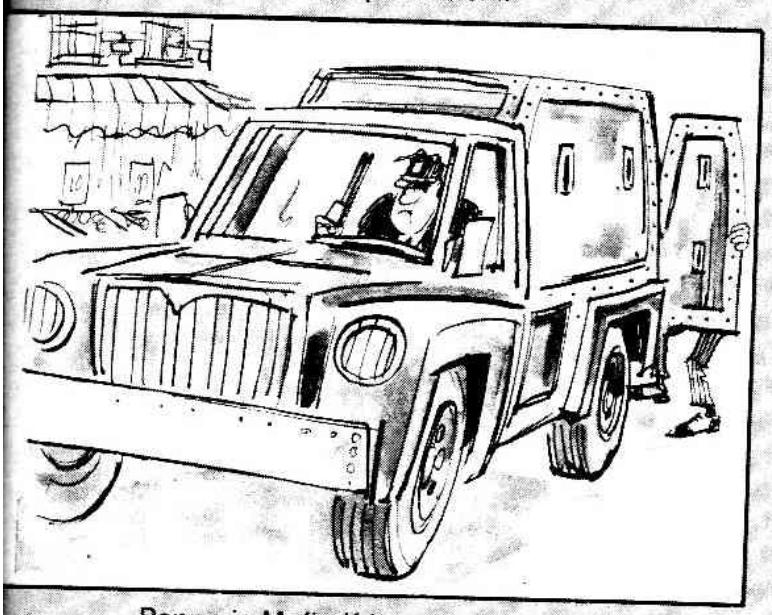
If he pays cash for his new Cadillac every year.

If his friends call him "don Alfredo" when his real name is Alfred Benjamin Piccolini.

If he has 700 gallons of Olive Oil in his cellar.

If he talks a lot about "hits" but never goes to the theatre.

If he puts "Union Consultant" on his tax form every year.

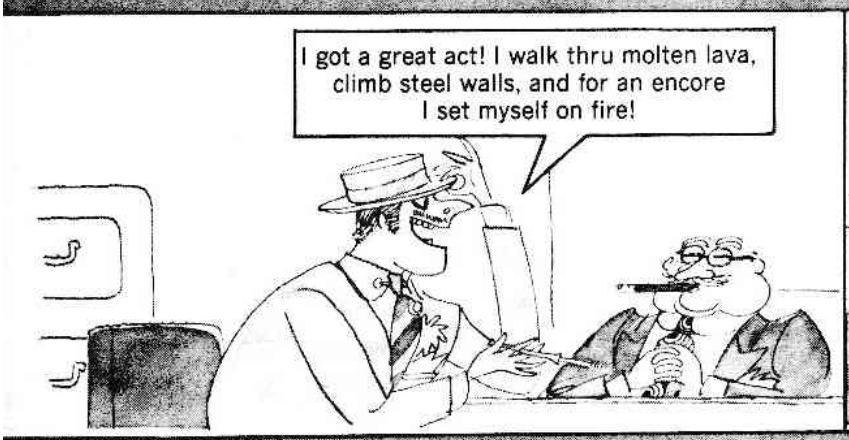


Poppa is Mafia if he gets his hair cut in a rented armored car.

Poppa is Mafia if he dips his chap stick in Anisette.

Poppa is Mafia if he wears sunglasses and a false moustache to his nephew's wedding.

INSIDE SHOW


I got a great act! I walk thru molten lava, climb steel walls, and for an encore I set myself on fire!

Sorry... I'm overbooked with novelty acts!

Hey, Joe, How you been? How's Show Biz treating you?

Pretty bad! I've been laying off for 14 years now. Haven't had a booking in 14 long years!

You know... I think I'll get out of this business!

Stick with me, Baby, and I'll make you a star!
Great!... I'll hang it on my door!

What happened? You were supposed to do 750 pushups right on stage. How come you couldn't do any?
Can't understand it. I was great at rehearsal!

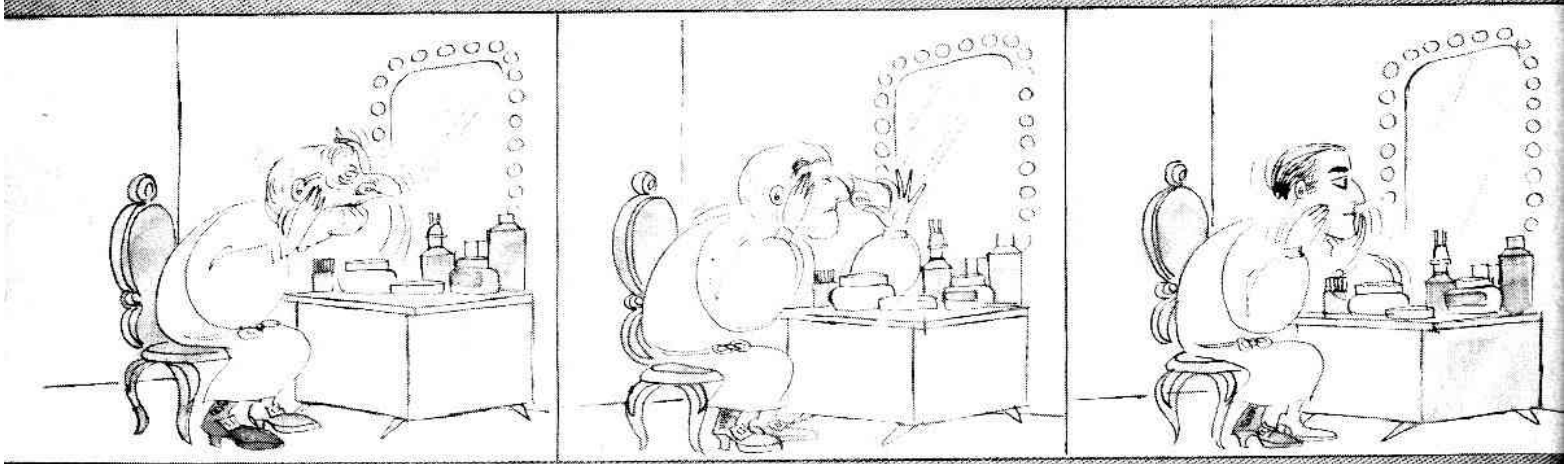
Baby, you were beautiful! Just fantabulous! The greatest singer I ever heard! You'll go right to the top!!
That's wonderful! Will you become my agent?

I'll let you know!... Don't call me, I'll call you!

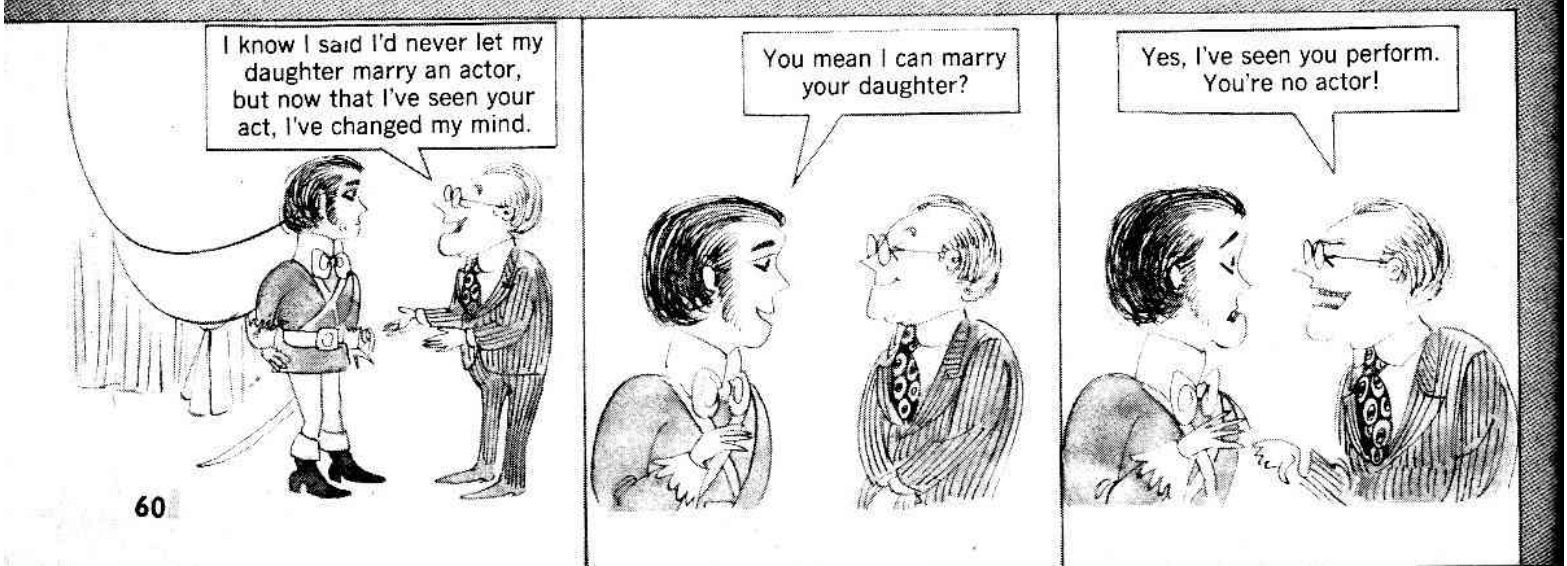
BUSINESS

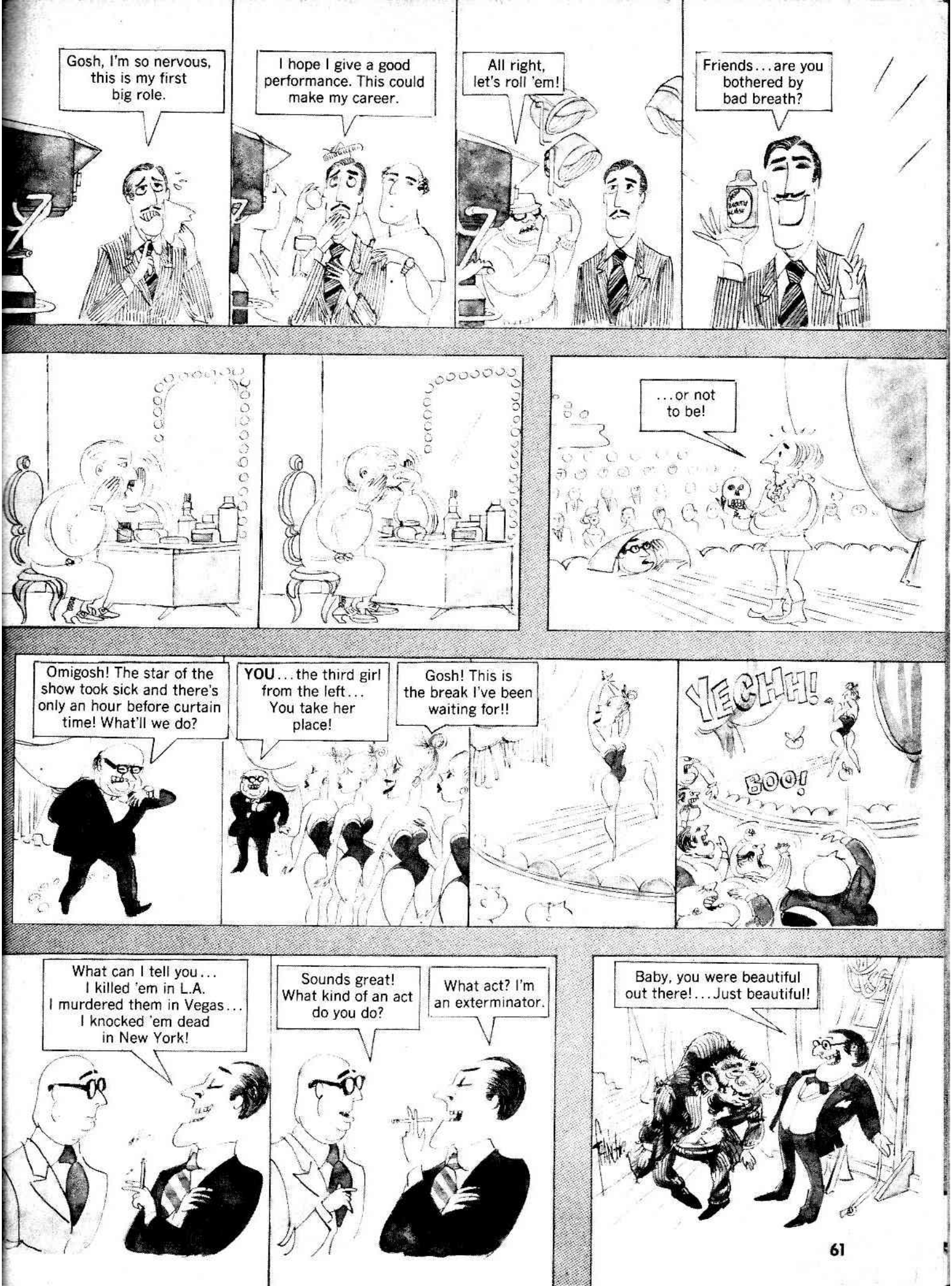
Script by Paul Laikin
Art by Arnold Franchioni

I just know I'm going to bomb here tonight. They'll hate me, I feel it in my bones!
I could throw up, I'm so disgusted!
OK, Jackie... you're on!
THINGS LOOK SWELL! THINGS LOOK GREAT...



Will that hack singer ever get off? He's been on over an hour already!
Boy, is he bombing! I'll have to warm up the audience all over again!
FINALLY! Here he comes! I never heard such horrible singing!
You were beautiful, baby, just great! never sounded better!


I know I said I'd never let my daughter marry an actor, but now that I've seen your act, I've changed my mind.
You mean I can marry your daughter?
Yes, I've seen you perform. You're no actor!

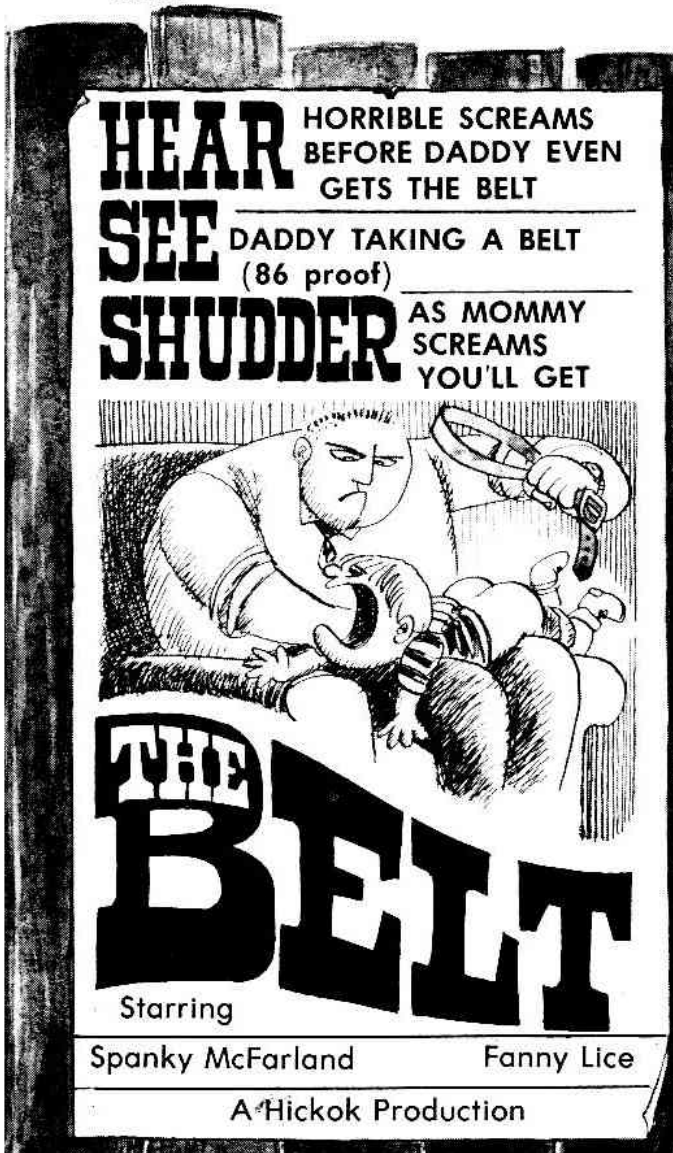

Gosh, I'm so nervous, this is my first big role.
I hope I give a good performance. This could make my career.
All right, let's roll 'em!
Friends... are you bothered by bad breath?
...or not to be!
Omigosh! The star of the show took sick and there's only an hour before curtain time! What'll we do?
YOU... the third girl from the left... You take her place!
Gosh! This is the break I've been waiting for!!
YECHH!
BOO!
What can I tell you... I killed 'em in L.A. I murdered them in Vegas... I knocked 'em dead in New York!
Sounds great! What kind of an act do you do?
What act? I'm an exterminator.
Baby, you were beautiful out there!... Just beautiful!

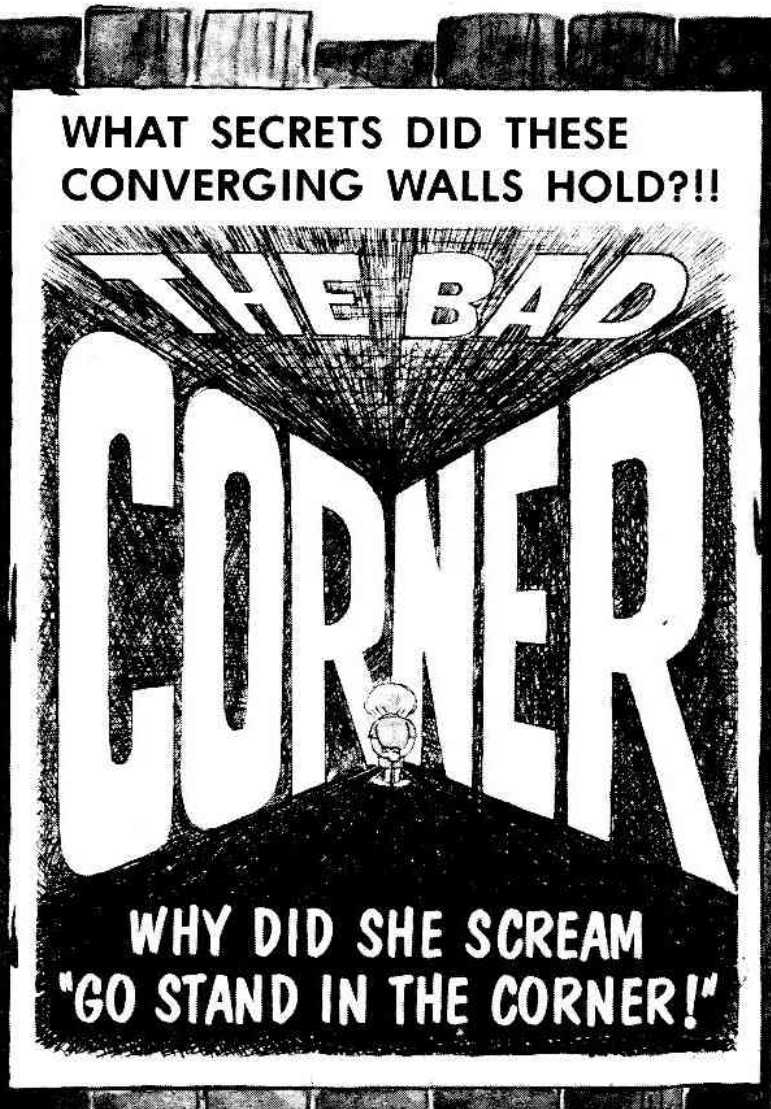
REAL MOVIE MONSTERS FOR SMALL TYKES

A big problem facing movie producers today is the task of devising new and more horrifying fiends to scare the pants off the kiddies of the world.

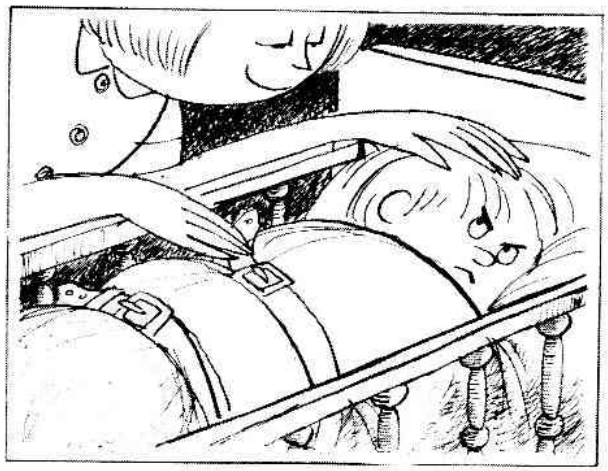
Monsters from space—from the bottom of the sea—from the fourth, fifth and sixth dimension—have been done and redone and kids are wise to them. They're just not making it any more. A new look is needed. But what's left?

We'll tell you what's left... What the movie moguls are overlooking are the basic, real life horrors that kids know all too well...And to get Hollywood started right, we've prepared this set of ads which shall be called—





IN THE BRIGHT AND SUNNY AFTERNOON
WHY WERE THEY FORCED TO TAKE —



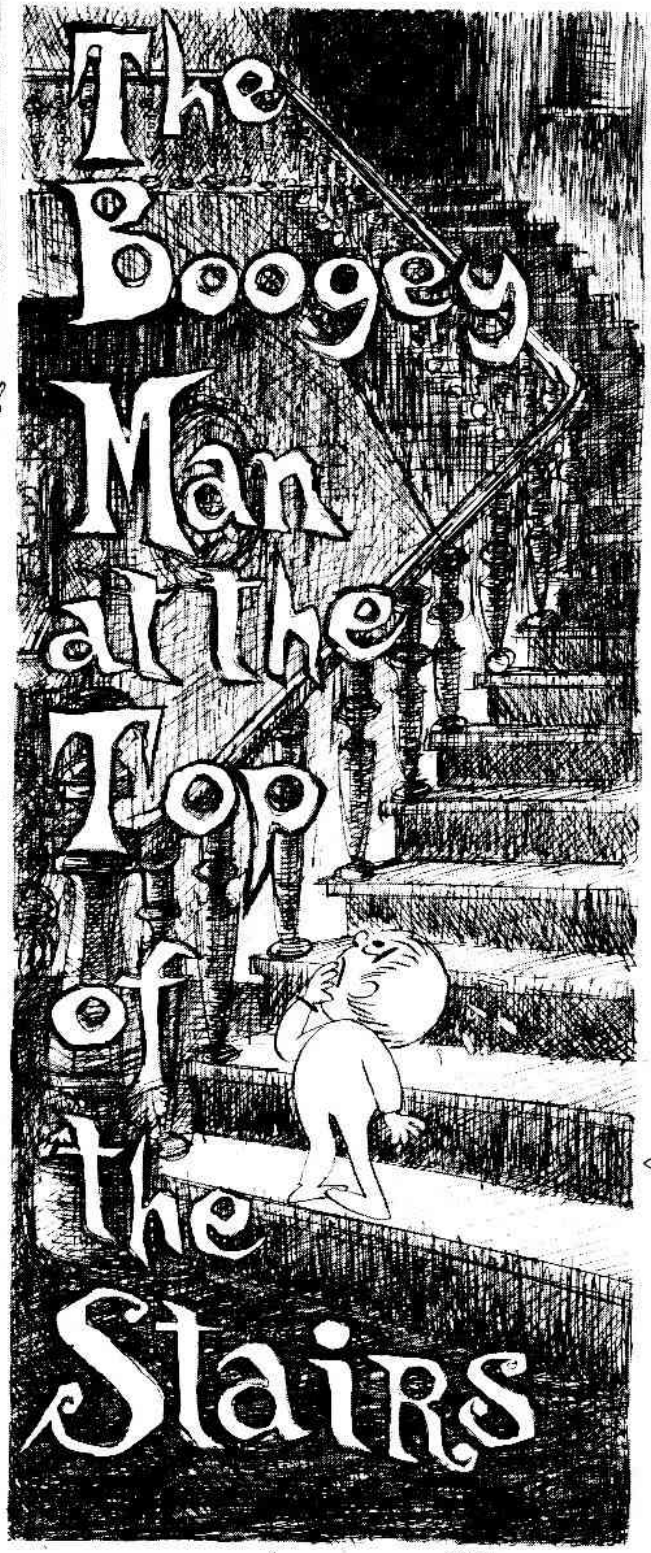
THE NAP

A SLEEPER FILM

WHAT PSYCHOLOGICAL POWERS
DID THIS PIECE OF
WOOLEN SVENGALI HOLD?

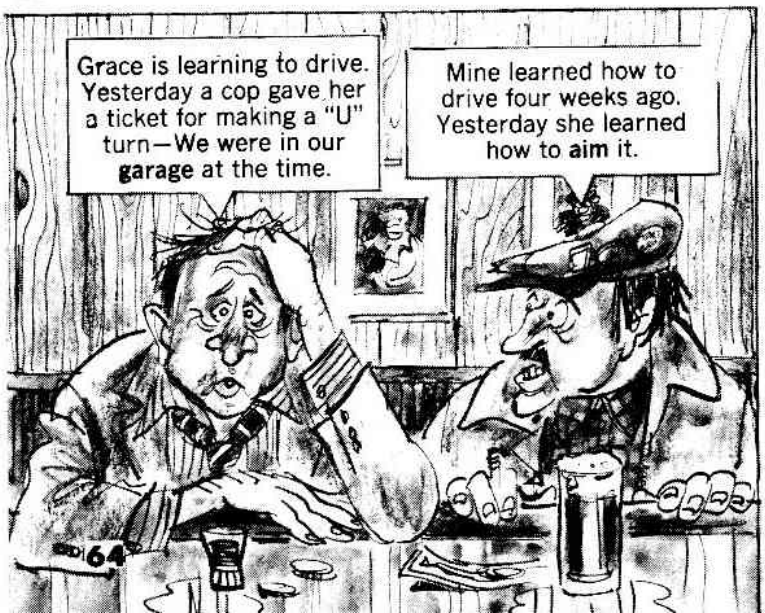
Starring | Jean Simmons
Jane Beautyrest | Sam Springmaid

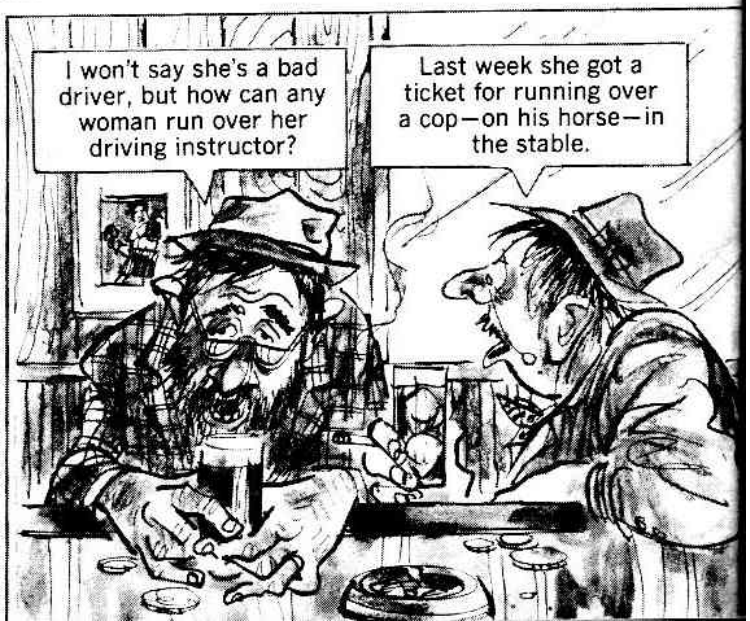
A PILLOW TALK RELEASE



There are two sides to every coin, two sides to each street, and with politicians, two sides of their mouths. In a family, there are also two major sides. They are called–

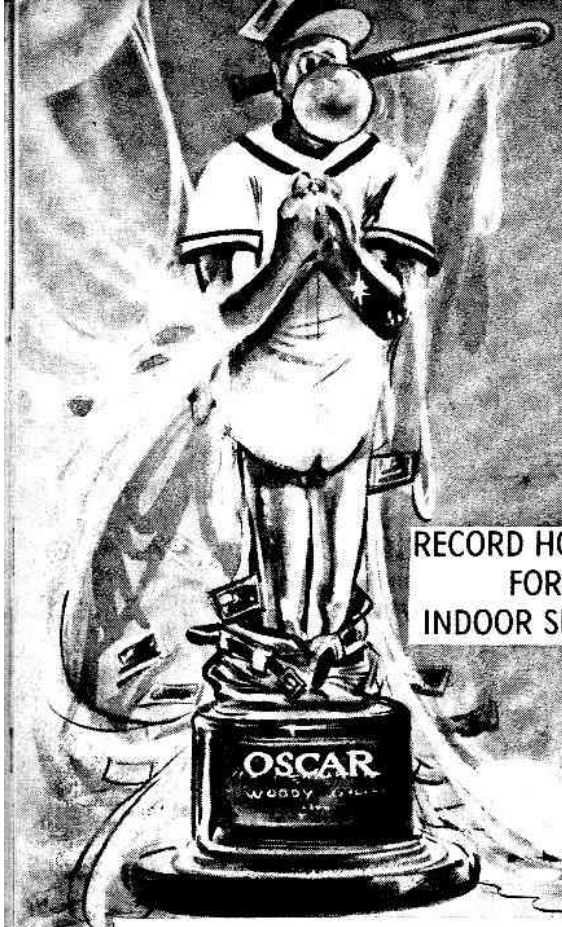
FATHERS and





MOTHERS

Art by Don Orehek



Today bubblegum cards outsell almost every other item designed for our kids. Trouble is, our kids soon grow up and turn to other things to spend their money on. Why then don't the bubblegum manufacturers try to keep this lucrative market by turning out other types of cards beside the ordinary baseball players and other sports heroes? Like for example, they could look to Hollywood where indoor sports records are being set day and night. Surely they could appeal to both children and adults by coming up with . . .

RECORD HOLDERS FOR INDOOR SPORTS

CELEBRITY BUBBLEGUM CARDS

Rita Hayworth

NUMBER OF GAMES COMPLETED: Six. **MISSED GAMES:** Two hundred. **HIGHLIGHTS:** Orson Welles—threw too many curves; Aly Khan—was sacrificed in vain; Dick Haymes—finished in the cellar; Harold Hill—came home on a foul.

POSITION: Home Coach.

REMARKS: Has some fine curves to go along with a great pitch. Does well in any kind of game especially if it's an Exhibition.

SICK BUBBLEGUM CARDS • HOLLYWOOD, CAL.

Artie Shaw

TIMES AT BAT: Nine. **FIELD RECORD:** Sensational. **SLUGGING RECORD:** Doris Dowling—no hit game; Kathleen Winsor—called game; Evelyn Keyes—fair game; Ava Gardner—perfect game; Lana Turner—wasn't game.

POSITION: Pitch-man.

REMARKS: Boasts of finest pitch in the game. Despite loss record, experts say he is our greatest all-time winner.

SICK BUBBLEGUM CARDS • HOLLYWOOD, CAL.

Elizabeth Taylor

GAMES PLAYED: Five. **WON:** Four. **LOST:** One. **SCORING RECORD:** Nicky Hilton—struck out; Michael Wilding—washed out; Mike Todd—flied out; Eddie Fisher—put out; Richard Burton—incompleted game.

POSITION: Hot Corner.

REMARKS: Holds record for playing the field. Plays right and left. Works best at night games.

SICK BUBBLEGUM CARDS • HOLLYWOOD, CAL.

Tommy Manville

SCORING RECORD: Hundreds. **DOUBLE PLAYS:** Eleven. **STRUCK OUT:** Eleven. **CAUGHT STEALING:** One. **BATTING AVERAGE:** Eleven hits, eleven misses. **COMPLETED GAMES:** None. **SACRIFICES:** Costly.

POSITION: Out-of-left-field.

REMARKS: Does well against tall blonde swingers. A veteran, he is rated one of the diamond's top men.

SICK BUBBLEGUM CARDS • HOLLYWOOD, CAL.

Ava Gardner

UP AT BAT: Three times. **STRIKEOUTS:** Three times. **EARNED RUN AVERAGE:** No hits, no runs, 3 errors. **SCORES:** Artie Shaw—flied up; Frank Sinatra—fouled up; Mickey Rooney—washed up.

POSITION: Plays the field.

REMARKS: Has reputation as a wild swinger. Is off-beat hitter who really knows how to play ball.

SICK BUBBLEGUM CARDS • HOLLYWOOD, CAL.

Zsa Zsa Gabor

COMPLETED GAMES: Five. **LONG RUNS:** None.
ASSIST: Eva, Magda and Mama. **PUT-OUT.** Yes.
SCORES: Porfirio Rubirosa—strong arm; George Sanders—good hands; Conrad Hilton—weak knees.

POSITION: Catcher (man)

REMARKS: Walked home more men with wild pitches than any other player. Nevertheless, has great control and can really put one over.

SICK BUBBLEGUM CARDS • HOLLYWOOD, CAL.

Mickey Rooney

GAMES ON RECORD: Six. **WON:** None. **LOST:** Six.

AVERAGE: Poor. **STANCE:** Uses odd-ball technique. Chokes up all the time. **MOST IMPORTANT VICTORY:** Ava Gardner (see Card No. 7).

POSITION: Short-stop.

REMARKS: A little league player with big league scores, he is a good defensive man. In the park very little gets past him.

SICK BUBBLEGUM CARDS • HOLLYWOOD, CAL.

Miscellaneous Record Holders

GEORGIE JESSEL

Has an unimpressive Major League record but scored heavily with the Minors.

SALLY RAND

Boasts of having the largest number of fans in the game.

EDDIE FISHER

Remembered for having been thrown out stealing by Elizabeth Taylor.

DEBBIE REYNOLDS

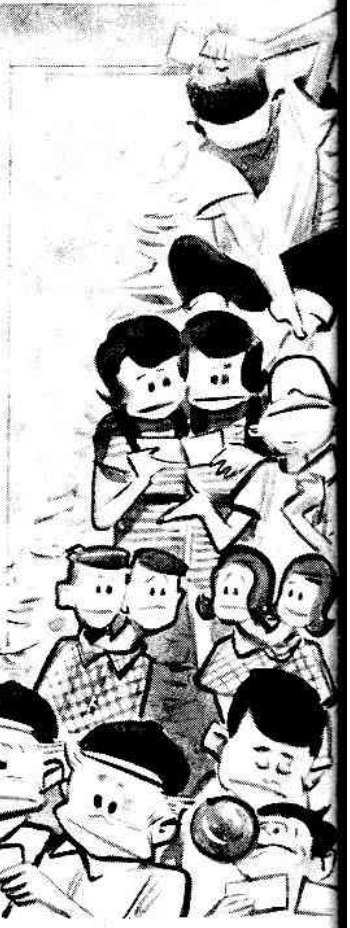
Was right in the middle of the most famous double play of all time.

MARTHA RAYE

Gave more lip to umpires than any other active player.

CHRISTINE JORGENSON

Playing the game either way, he was last year's leading swish hitter.



HUCKLEBERRY FINK
At The Carnival

by Vic Martin

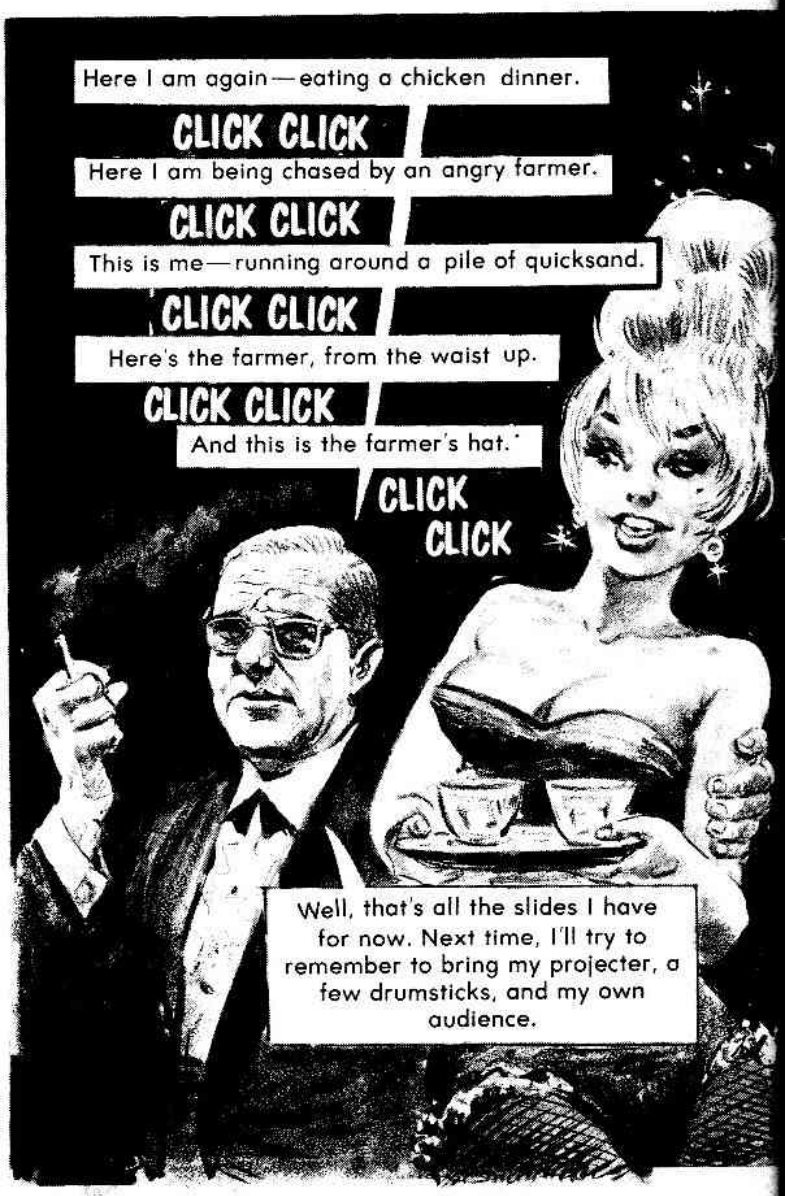
HOW TO BE A
WITHOUT REAL

It has been said that a good comedian doesn't need funny material... all he needs is a funny style. But, no matter how hard we try to convince the comedians of this, they still refuse to buy our material.

So, in order to prove our point, we are going to take one of the oldest jokes in creation and show how some of America's leading laugh-getters could actually make this corny joke seem funny.

JOKE(?): Why did the chicken cross the road? Answer: To get to the other side!

JACKIE VERNON



COMEDIAN TRYING

BILL DANA

My name—Jose Jimeniz. An' I hem going to tell you an old hoke about a cheecken who crossed the road to get on the other side. That's a berry funny hoke, you know. But you're not laughing.

Why you not laughing? You don't like my hokes? Do you know what I'm a-going to do? Hi'm going back-stage. I plan to cry a lot, too.

JACKIE MASON

Do you know what this is? It's a chicken's comb. I should drop dead if I'm lying. Now, I ask you, is that vulgar? Do you know what this chicken did? He came all the way across the road just to see me. I'm such a big hit, that I even laugh at my own jokes. Personally, I think chickens are dangerous. If you're attacked by a worm, you call a chicken, right? But, if you're attacked by a chicken, what can you do? Call a worm?! Do you know what I'm talking about?

Don't go away, we're going to have some entertainment right after my act. I know this has been a real thrill for you to be here and to see me. And, if you feel like applauding, please don't save if for the end. I may never quit! You see, I don't need you, you don't need me, and...etc..etc...

BILL COSBY

When we wuz young, we use to have a football team. But we couldn't afford a real football so we'd use Shorty Schwartz's baby brother. We'd throw him around—once in a while we'd drop him but Shorty didn't mind, just so he didn't have to baby-sit with him. One boy on our team had an I.Q. of about 747—which wasn't bad for a four-year-old.

After Shorty's brother got too big, we started using a chicken for the ball. Every morning, this chicken would walk across the street and crow. You gotta admit that's pretty unusual for a chicken.

But, one day the chicken didn't crow, and everybody wondered what had happened to it. It seems some idiot came driving by in his car and...

With new Discotheques springing up all over the country America has once again gone dance crazy. Every day new dance steps come out that make the Frug, Watusi and Twist look like a Viennese Waltz. To show what's in store for you, we now present a...

PREVIEW

Script by Paul Laikin
Art by Arnold Franchioni

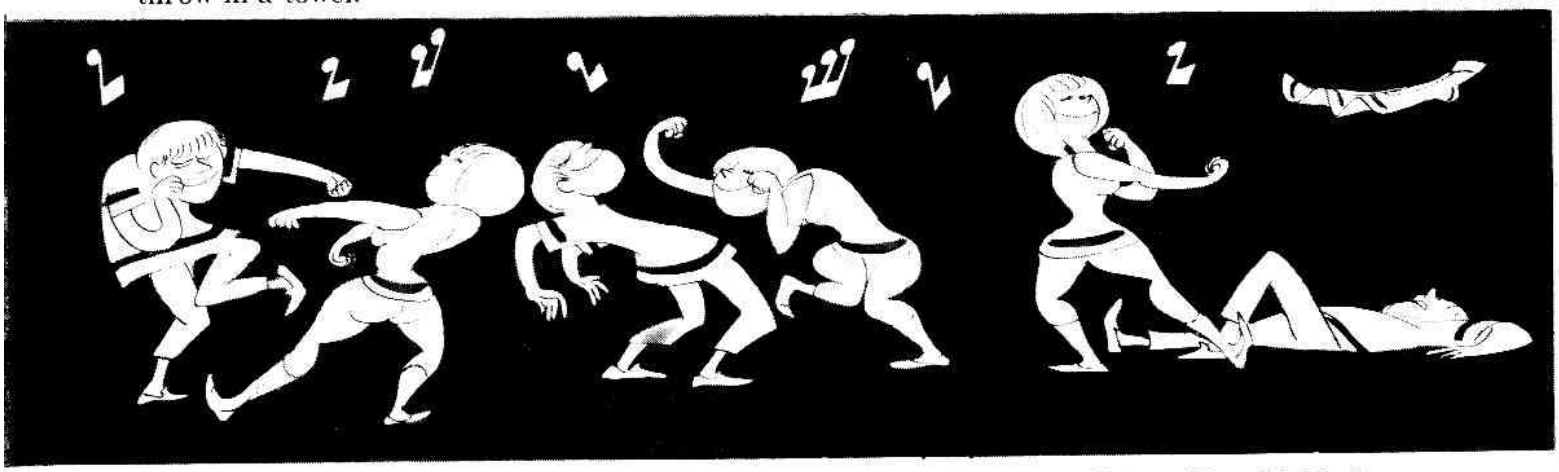
THE WRESTLE

Both partners actually wrestle to music in this exciting dance and it ends when one has pinned the other. Some of the fancy steps include the Hammer-Lock Hold, the Half-Nelson Twist and, as a change of pace, the Arm-In-Arm Break. Many people watching think it's phony but when done properly it's a real art form and great fun for the winner.

SUGGESTED TUNES TO DANCE IT BY: I've Got A Crush On You, You're Breaking My Heart and I Got A Feelin' I'm Fallin'.

THE CLOBBER

This dance resembles two fighters in a ring. On every downbeat you strike your partner gently on the face or body. You keep on dancing until a bell rings (every three minutes). Then you go to a corner and wait until the music starts up again. Should one partner wish to stop dancing, throw in a towel.

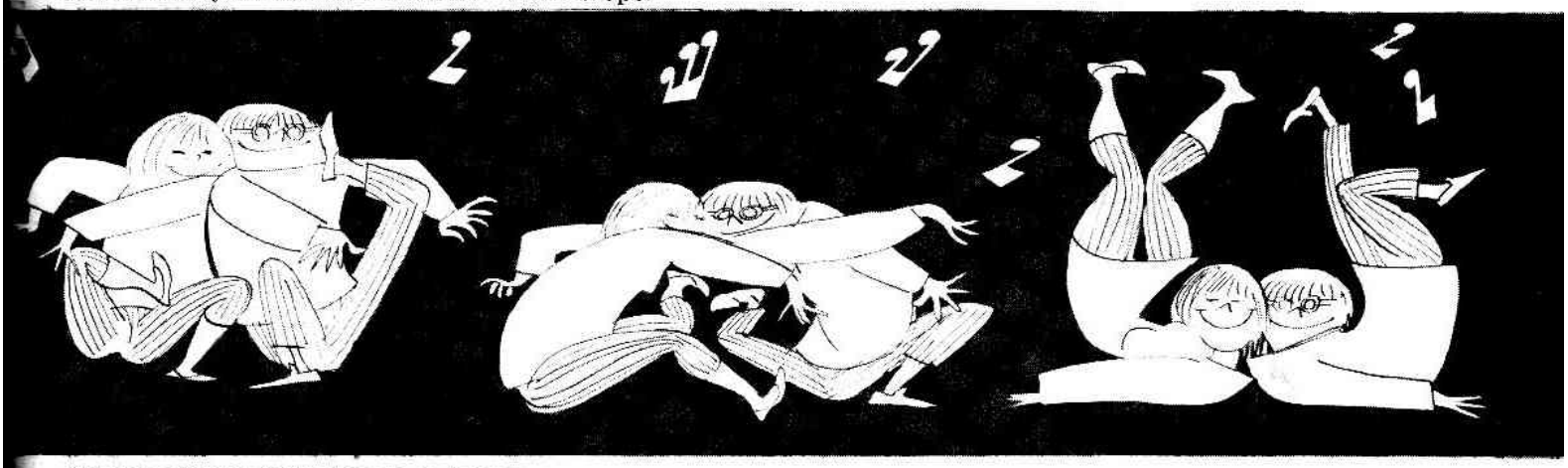


SUGGESTED TUNES TO DANCE IT BY: You're Driving Me Crazy, Gimme That Old Soft Shoe and I Get A Kick Out Of You.

OF NEW DANCE CRAZES

THE SQUAT

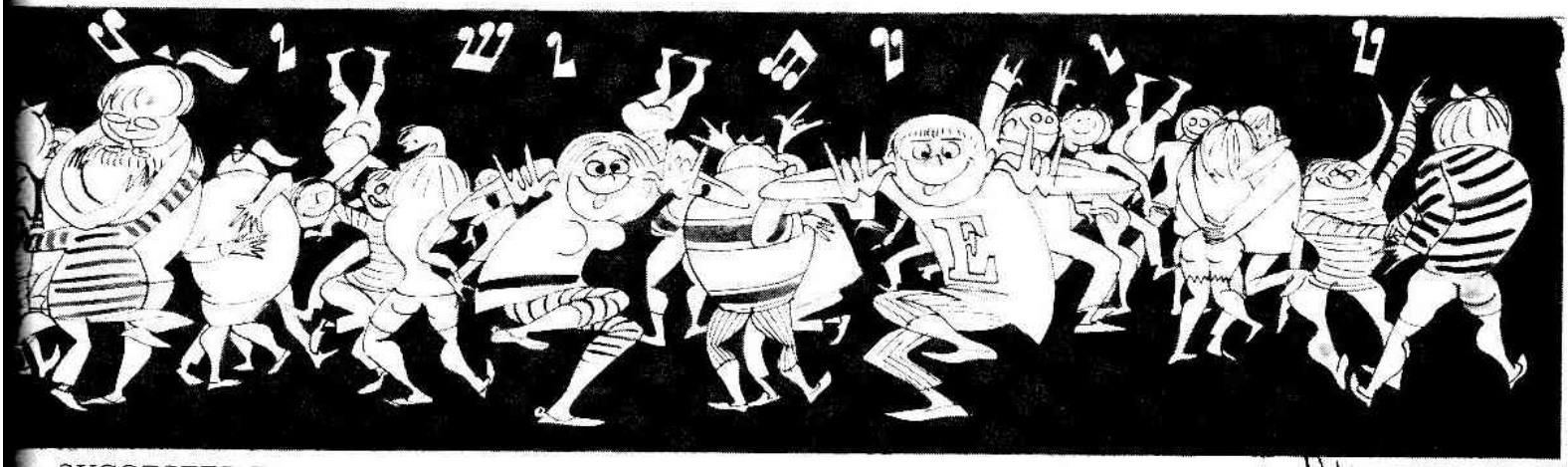
For those who like to dance all night but get tired in the process, in this one both you and your partner squat down while gyrating to the beat. The dance starts in a sitting position and ends with the dancers lying down. In each of the positions you simply keep on wiggling for as long as you can stay awake as the music never stops.



SUGGESTED TUNES TO DANCE IT BY: Hey, Look Me Over, I Could Have Danced All Night and How Come You Do Me Like You Do, Do Do?

THE POUNCE

Here we have a Community Dance in which all the couples on the floor get a whack at it. When the music starts you just go about grabbing anyone in sight and swaying with the rhythm. Designed exclusively for Discotheques, this dance encourages group participation and ends in a gala rhythmic free-for-all.



SUGGESTED TUNES TO DANCE IT BY: Has Anybody Here Seen Kelly?, Fools Rush In and Somebody Up There Likes Me.

Art by Bob Powell

FAMOUS SICK QUOTAT

Through the course of the day, you hear the words of famous men quoted. These wise sayings often help us to make a decision and spur us on to bigger things. But, do you know who originally said those words?

Do you know who said, *"You Can Catch More Flies With A Zipper Than You Can With Honey"*, or *"A Penny Saved Is Peanuts"*? Of course you don't.

Below we have listed some quotations. The second group you'll recognize as the authors. In the first group you won't know the author, but you'll know why he said it. The third group will be just pictures.

QUOTATION

"The Red Coats Are Coming"

WHO SAID IT

Doctor Sinbad Murmur (Mouth Specialist), predicting an outbreak of an oral disease.

QUOTATION

"Speak Softly And Carry A Big Stick"

WHO SAID IT

Elihu Quilt, Olympic Pole Vaulter

QUOTATION

"Familiarity Breeds Contempt"

WHO SAID IT

Mr. and Mrs. Tito Lobe at their 50th Wedding Anniversary.

QUOTATION

"Into The Valley of Death Rode The 500"

WHO SAID IT

Fido Flint, B.M.T. Subway Operator during Rush Hour

QUOTATION

"Too Many Cooks Spoil The Broth"

WHO SAID IT

Rama Walaboo, Congolese Cannibal

QUOTATION

"We Have Met The Enemy and They Are Ours"

WHO SAID IT

Frisbie Schwartz, General Custer's Optimistic 2nd Lieutenant.

IONS

QUOTATION

"Don't Give Up The Strip"

WHO SAID IT

Dewit Finch to Gypsy Rose Lee

QUOTATION

"Deer Today Fawn Tomorrow"

WHO SAID IT

Bambi at the fountain of youth.

QUOTATION

"Borrowing From Peter to Pay Paul"

WHO SAID IT

Mary of Peter, Paul and Mary

QUOTATION

"Never In The Field of Human Conflict Was So Much Owed By So Many To So Few"

WHO SAID IT

Siegfried Drain After a Week in Las Vegas

QUOTATION

"If You Can't Beat 'em, Join 'em"

WHO SAID IT

New York Mets

QUOTATION

"Give Me Liberty Or Give Me Death"

WHO SAID IT

Sabu Turf, A Sailor, who hadn't had shore leave in two years.

QUOTATION

"I'd Rather Be Red Than Dead"

WHO SAID IT

Cochise

QUOTATION

"Strike While The Iron Is Hot"

WHO SAID IT

Walter Ruether to Local 25 Tailor's Union

QUOTATION

"Beauty Is Only Skin Deep"

WHO SAID IT

Hunchback of Notre Dame

QUOTATION

"Behind Every Successful Man There is A Woman"

WHO SAID IT

Christine Jorgeson

QUOTATION

"TB or Not TB, That Is the Question"

WHO SAID IT

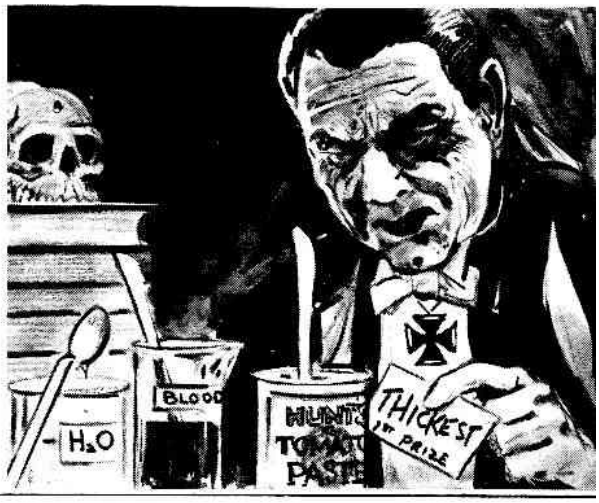
Doctor Kildare

QUOTATION

"Blood Is Thicker Than Water"

WHO SAID IT

Count Dracula



QUOTATION

"Two Heads Are Better Than One"

WHO SAID IT

Conrad Hilton commenting on having two bathrooms in his new hotel rooms.

QUOTATION

"You Can't Judge A Book By Its Lover"

WHO SAID IT

Fanny Hill

SICK BOOK

Once again, book readers, it is time for our semi-annual clearance sale of great, great books at low, low prices. You may have missed some of these outstanding buys the first time around at original prices, but now you may stock up on these classics at fantastic reductions.

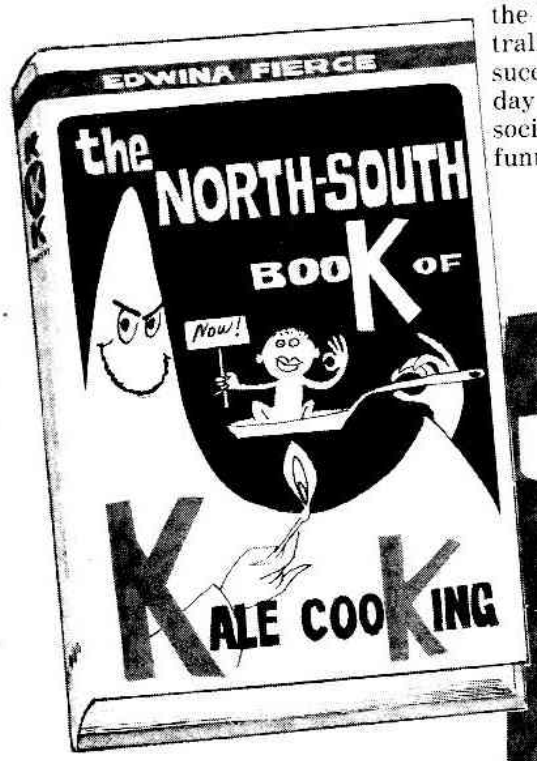
Some of our specials:

Script by Bill Majeski

Art by Arnold Franchioni

SAGE WORDS FROM DOWN UNDER, by Arthur Auckland—A collection of 481 terse sayings from the 18th Century bushmen of Australia. Nearly all can be applied succinctly and effectively to everyday dealings in today's political, social and business life. Some are funny. Price—39 cents.

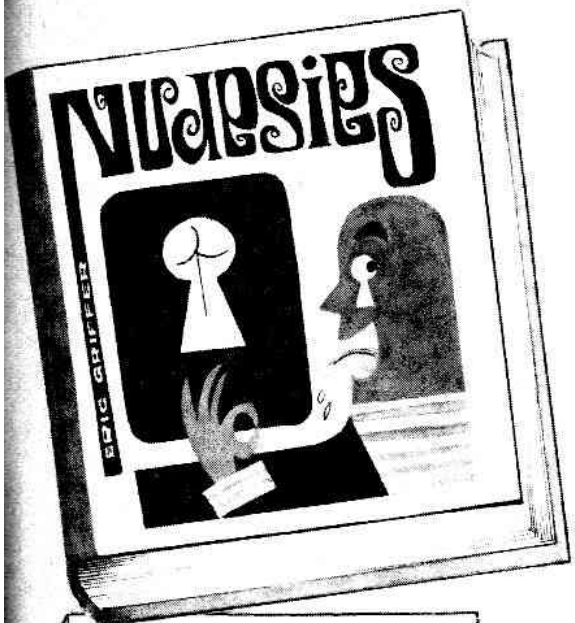
NEW BERN, CAROLINA, by Harry Beeches—A handsome 12 by 19-inch book in full color showing the beauty of old New Bern. See fields of tobacco, see the dirty roads, the murky swamps and other landmarks that distinguish this grand old Carolina town. See the realistic color photograph of the city's telephone exchange and several exciting pictures of local eccentrics committing various acts of a stupid nature—19 cents (with the old one).

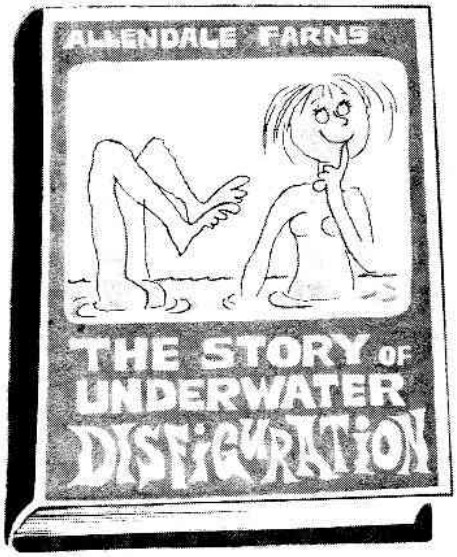


THE NORTH-SOUTH BOOK OF KALE COOKING, by Edwina Fierce—This book features 23,574 recipes for using kale in your kitchen. Ever tried kale cookies? Or kale kumquats? You will when you read this delightful book for gourmets. Countless other kale tricks for only—$7.30.

STORIES FOR FILLING STATION ATTENDANTS, by Edgar Primer—A riotously funny book filled with anecdotes of special interest to gas station workers, but fun for the entire family. Included are the famous stories of the rich woman who wanted three gallons and the orphan who ran away from home to join a nation-wide oil can concern. Only 60 cents; high-test 75 cents.

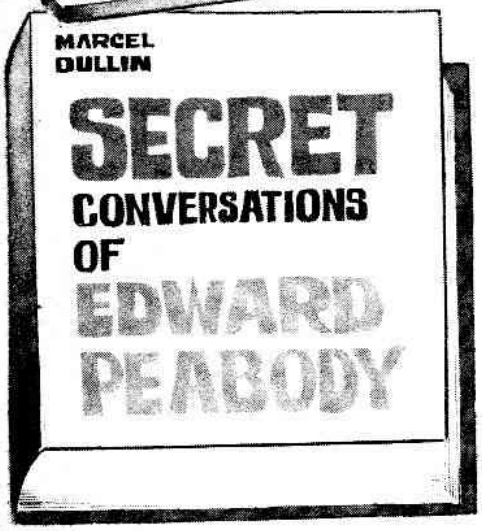
SECTION Clearance Sale!





THE STORY OF UNDERWATER DISFIGURATION, by Allendale Farns—Professor Farns, long recognized in the journalistic field by his unusual walk, explains the mechanism of submersive activities and unplanned projectilism. He handles the delicate subject matter carefully and in the best of taste. In addition, he gives the readers a clear picture, taken by a well-known professional photographer. Only $1 and change.

NUDESIES, by Eric Griffer—A collection of photographs showing the nudest women in the world (the kind men like). You'll see charming undraped women reclining in various attitudes of repose and buoyant, bubbling girls, laughing and cavorting and just being themselves. A must for artists or men who like to look at women without clothes. A bargain at $76.54.



THE SEA SHELL, by Winfield Conch—When was the last time you read a definitive study on this subject? Well, this is the book. A pictorial feature depicting the world's most famous shells is sure to please. You'll see the "Shell Heard Round the World," "Two Shells That Pass in the Night," "The Good Shell That's Hard To Find," and the "Shell in Mrs. Murphy's Overalls," together with many others you've read about but never really understood. Only $1.88.

SECRET CONVERSATIONS OF EDWARD PEABODY, by Marcel Dullin—Daring, intimate and revealing conversations of one of America's most forgotten men. Many knew him, some spoke to him. Most ignored him. His refusal to appear in the public eye and his disdain for notoriety paved the way for his secret talks with people who knew him well. You'll love the sparks of genius and depth in Peabody's talk with Tom Biler after Tom lost his surfboard. Just $3.22.

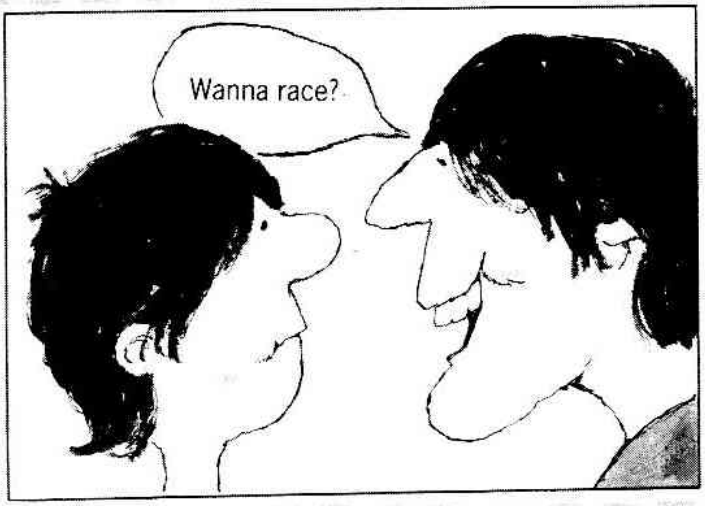
Come early and browse—and buy!

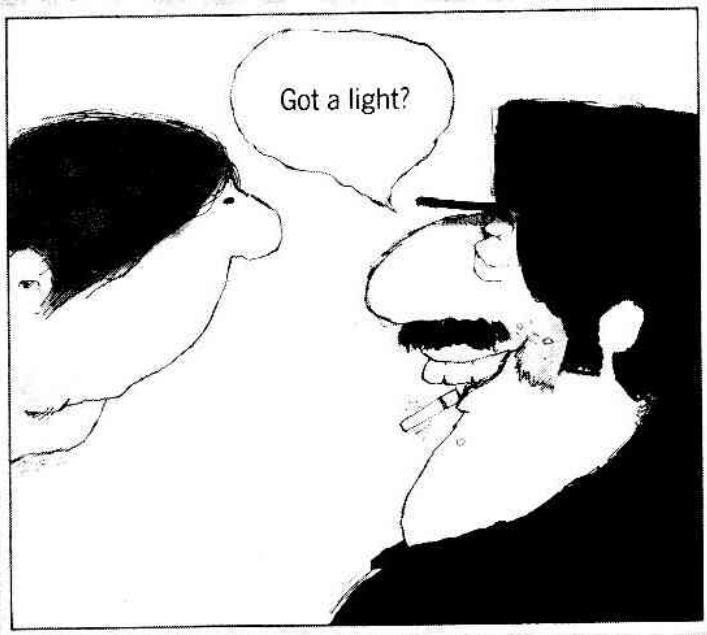
RECOMMENDED FOR FURTHER READING

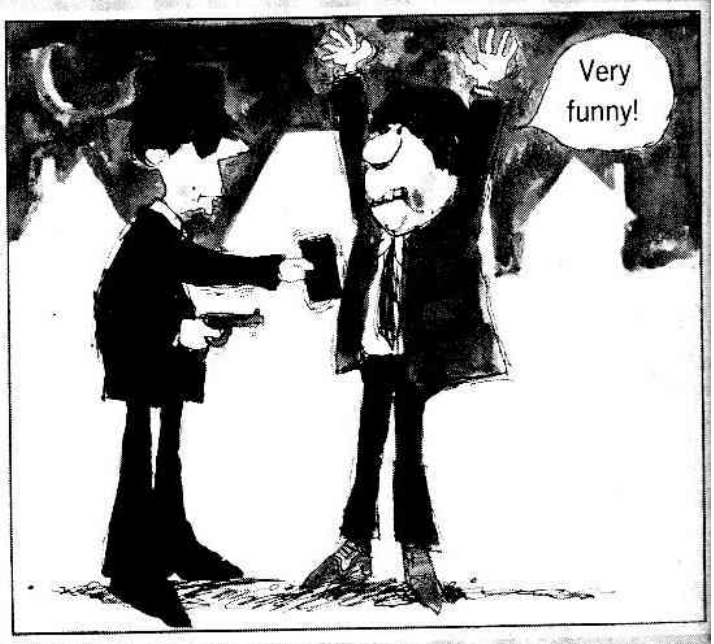
101 Ways To Crush An Ant
Learn To Love The Scorpion
What You Should Know About Cockroaches
If A Caterpillar Crawls Down Your Back
The Best Way To Swat A Mosquito
I Caught A Dragon Fly In My Pajamas!
Termites Can Be Tamed
How To Turn On A Glow Worm
What It's Like Being Bitten By A Tse-Tse Fly
How To Train Boll Weavils For Fun And Profit

VERY FUNNIES

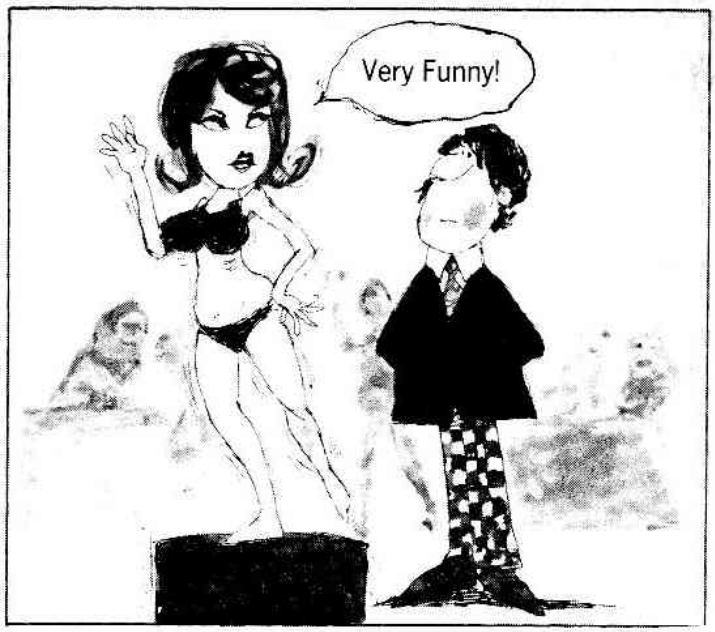
by Jared Lee





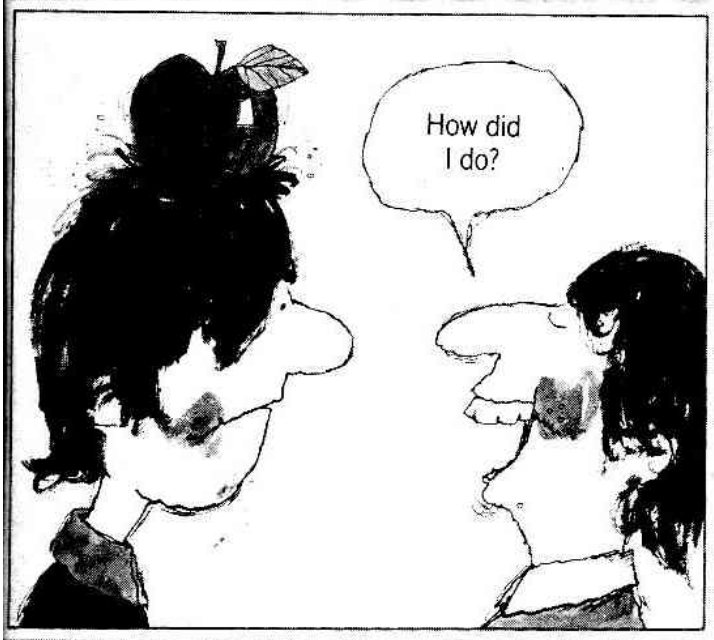


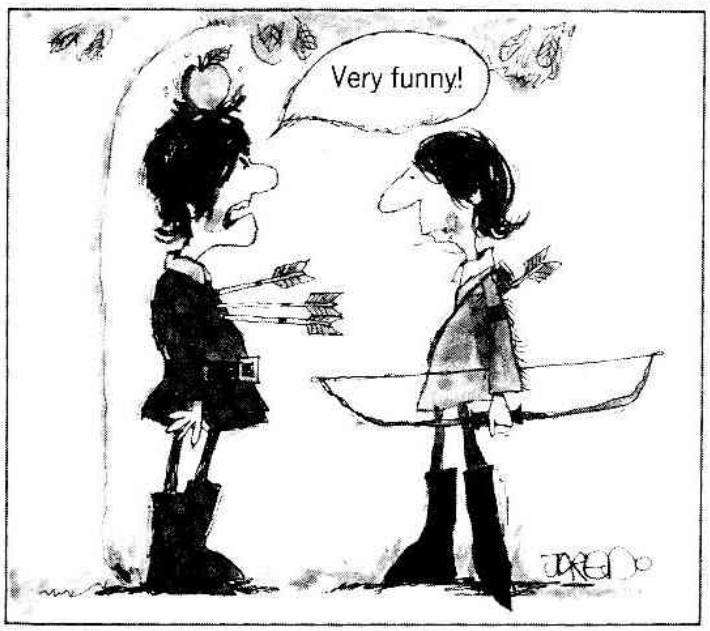
Want to dance?

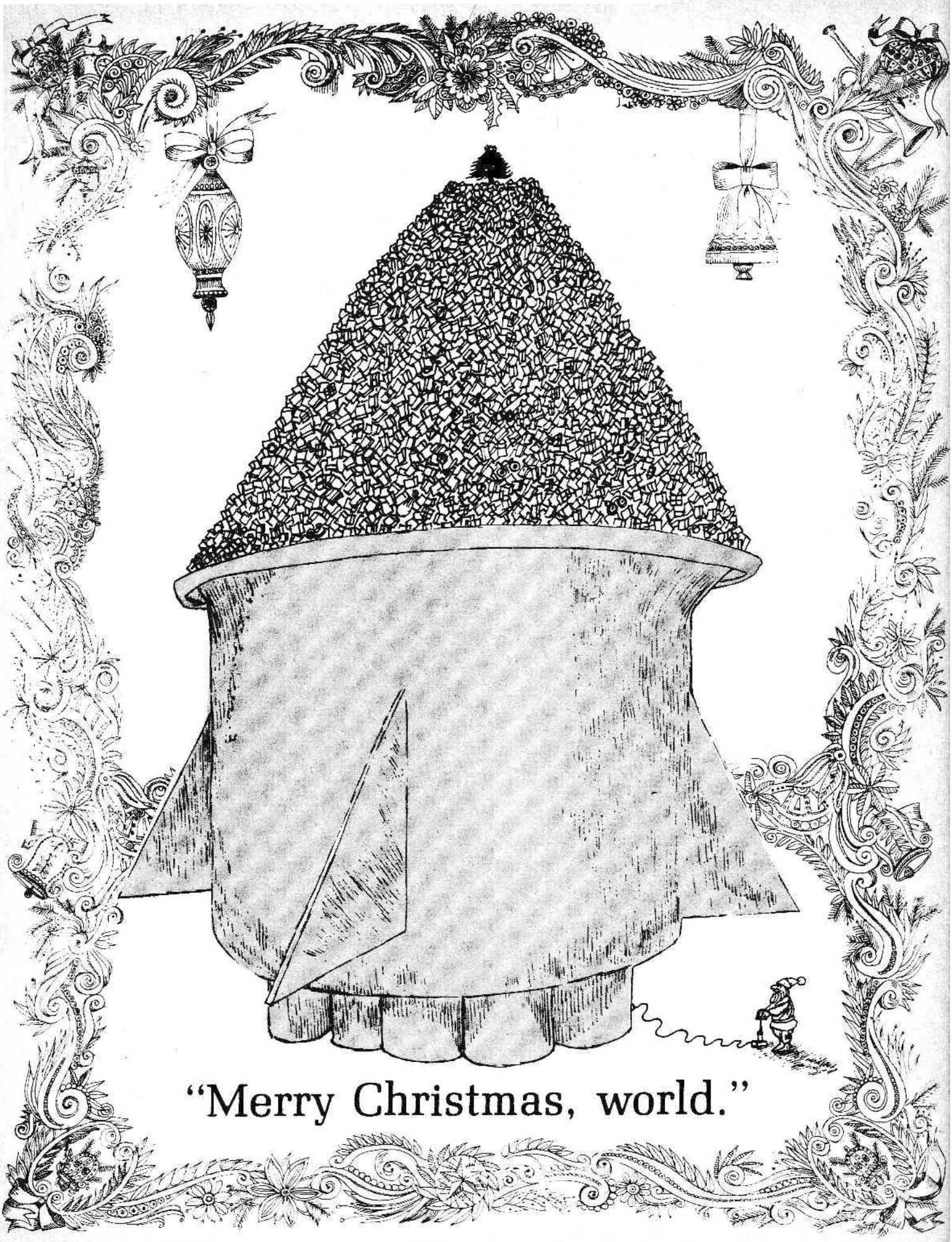

Very Funny!

Any damage?

Very funny!


How did I do?


Very funny!



"Merry Christmas, world."

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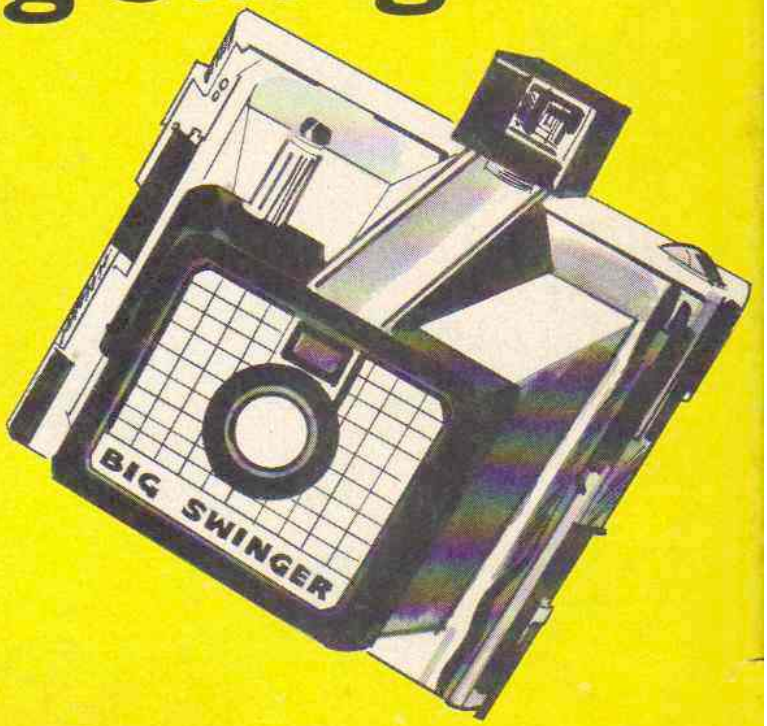
See your Yippie recruiter today!

A SICK MAGAZINE HANG-UP

Meet the Big Swinger.

THE POLAVOID SWINGER TAKES GREAT PICTURES OF *REAL* SWINGERS!

Now, ladies, you can show your lawyer instant pictures of your swinging husband in action. Gives you big, black-and-white pictures like this in seconds...ideal for courtroom evidence. You don't have to focus. This new camera makes embarrassing close-ups, freezes action! Get yours today. After all, he got his, didn't he?

Photographing a swinger is more fun than owning one.